

ESTTA Tracking number: **ESTTA777276**

Filing date: **10/17/2016**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

## Petition for Cancellation

Notice is hereby given that the following party requests to cancel indicated registration.

### Petitioner Information

Name	GoPro, Inc.		
Entity	Corporation	Citizenship	Delaware
Address	3000 Clearview Way San Mateo, CA 94402 UNITED STATES		
Attorney information	Connie L. Ellerbach; Eric J. Ball Fenwick & West LLP 801 California Street Mountain View, CA 94041 UNITED STATES trademarks@fenwick.com Phone:650-988-8500		

### Registration Subject to Cancellation

Registration No	5049563	Registration date	09/27/2016
Registrant	Michael Jay Kintner 518 Queen Street Olean, NY 14760 UNITED STATES		

### Goods/Services Subject to Cancellation

Class 009. First Use: 2014/08/05 First Use In Commerce: 2014/11/10  
All goods and services in the class are cancelled, namely: Nautical and photographic apparatus and instruments, namely, underwater housings for cameras and underwater enclosures for cameras

### Grounds for Cancellation

Priority and likelihood of confusion	Trademark Act Sections 14(1) and 2(d)
Dilution by blurring	Trademark Act Sections 14(1) and 43(c)
False suggestion of a connection with persons, living or dead, institutions, beliefs, or national symbols, or bring them into contempt, or disrepute	Trademark Act Sections 14(3) and 2(a)
Deceptiveness	Trademark Act Sections 14(3) and 2(a)

### Mark Cited by Petitioner as Basis for Cancellation

U.S. Application/ Registration No.	NONE	Application Date	NONE
Registration Date	NONE		

Word Mark	ABYSS
Goods/Services	photographic equipment, namely, brackets, holders, and rigs for one or more cameras in a single arrangement or configuration

Attachments	360ABYSS_Petition for Cancellation.pdf(56475 bytes ) 360ABYSS Exhibit A.pdf(5553235 bytes ) 360ABYSS Exhibit B.pdf(1070856 bytes ) 360ABYSS Exhibit C.pdf(959983 bytes ) 360ABYSS Exhibit D.pdf(1134345 bytes ) 360ABYSS Exhibit E.pdf(39661 bytes ) 360ABYSS Exbhibit F.pdf(65496 bytes ) 360Abyss Exhibit G.pdf(1485610 bytes )
-------------	--

### **Certificate of Service**

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/cle1087/
Name	Connie L. Ellerbach
Date	10/17/2016

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of  
Trademark Registration No. 5049563  
Registration Date: September 27, 2016  
Mark: 360ABYSS

\_\_\_\_\_  
GOPRO, INC.

Petitioner,

vs.

MICHAEL JAY KINTNER

Registrant.  
\_\_\_\_\_

)  
)  
)  
) Cancellation No. \_\_\_\_\_  
)  
)  
)  
)  
)

PETITION FOR CANCELLATION

Petitioner, GoPro, Inc., a Delaware corporation having a principal place of business at 3000 Clearview Way, San Mateo, California, United States, 94402, (hereinafter “GoPro” or “Petitioner”), believes it is and will continue to be harmed by U.S. Registration No. 5049563 for the mark 360ABYSS, owned by Michael Jay Kintner (“Registrant”), a United States individual, and therefore petitions for cancellation of the Registration.

As grounds for cancellation, it is alleged that:

1. The United States Patent and Trademark Office issued Registration No. 5049563 (“the 360ABYSS Registration”), on September 27, 2016, as a result of Registrant’s claim in its use-based application, filed February 22, 2016, that Registrant was using the mark in connection with all of the goods stated in the underlying application and had been doing so since at least as early as August 5, 2014 as the date of first use and November 10, 2014 as the date of first use in commerce. The 360ABYSS Registration was issued for use of the 360ABYSS mark

in connection with the following goods: “Nautical and photographic apparatus and instruments, namely, underwater housings for cameras and underwater enclosures for cameras.”

2. Petitioner, GoPro, Inc., is the owner of the ABYSS trademark, via its subsidiary, Kolor. The ABYSS mark has been used in commerce in the United States since at least as early as July 31, 2014. The mark is used in connection with Petitioner’s photographic equipment, namely holders and rigs designed to hold multiple of Petitioner’s HERO-branded digital cameras in a single arrangement or configuration, enabling the user to film underwater in 360 degrees.

3. Petitioner is in the business of designing, manufacturing, marketing, and selling high resolution, versatile cameras and accessories, including handheld mounts, stand mounts, and wearable mounts, as well as camera holders/rigs designed to hold one or more digital cameras. Petitioner also provides software applications and tutorial videos for use in connection with cameras and video equipment and provides video broadcasting, sharing and streaming of video content via its website at gopro.com. Much of the video content at gopro.com has been provided by sports enthusiasts and people pursuing their passion, who are able to take videos of themselves engaging in various sporting and other activities with Petitioner’s video cameras. Since at least as early as July 31, 2014, Petitioner has used Petitioner’s ABYSS mark in connection with photographic equipment, namely holders and rigs designed to hold multiple HERO-branded digital cameras in a single arrangement or configuration, enabling users to capture 360 degree footage of their activities. The rig comes in a waterproof and shockproof case, enabling users to film underwater. Petitioner used its ABYSS mark in connection with the aforementioned goods prior to the February 22, 2016 filing date of Registrant’s Application and the claimed November 10, 2014 first use in commerce date of the 360ABYSS mark.

4. The aforementioned trademark use of Petitioner’s ABYSS mark has been valid and continuous since at least July 31, 2014, and has not been abandoned. As a



consequence of Petitioner's extensive marketing, promotion, advertising, and sales activity, Petitioner's ABYSS mark has come to be identified as a designator of Petitioner's goods and, as a result, has become a valuable asset of Petitioner and symbol of its goodwill.

5. Petitioner believes and therefore alleges that Registrant was aware of Petitioner and its ABYSS trademark prior to Registrant's adoption and use of the 360ABYSS mark. Since Petitioner's launch in 2004, it has become an industry leader in the area of versatile, high-definition digital cameras. Petitioner's HERO-branded cameras have achieved a very high profile globally and have become the stock in trade for adventure and extreme sports enthusiasts, as well as anyone who enjoys chronicling their lives and adventures. For example, one of Petitioner's HERO cameras was famously used to capture Felix Baumgartner's free fall from Red Bull's stratospheric capsule in October 2012. Petitioner's HERO family of marks (the "HERO Marks") are extensively used and easily recognized throughout the United States.

6. Petitioner has received considerable publicity from third-party sources, who have written numerous print and web-based articles specifically about GoPro, Petitioner's HERO Marks, and Petitioner's related goods and services, including the ABYSS rig. Over the last several years, Petitioner was featured in Business Week, "GoPro's Incredible Small, Durable Camcorder," June 30, 2011; The Wall Street Journal, "Camcorder Popular With Surfers Looks to Ride Professional Market," April 6, 2011 and "GoPro Sees Opportunity in Its Amateur Daredevils," January 30, 2014; CNET, "Camera start-up GoPro," May 5, 2011; Yahoo News, "Go Go GoPro: How an upstart camera company launched and thrived in the iPhone era," October 4, 2013 and "How they shot Superman With a GoPro," March 19, 2014; Bloomberg Businessweek, "Can GoPro Take an IPO Plunge With Basically One Camera?" February 7, 2014 and "GoPro Goes Big as a Hybrid Media Company/Videocam Maker," March 13, 2014; engadget.com, "GoPro Hero3 Black Edition review: taking action cam quality to the next level," January 4, 2013 and "GoPro to launch extreme sports channel on Xbox One and 360," January 9, 2014. Copies of these articles are attached hereto as Exhibit A.

7. Petitioner's products were honored on January 14, 2014 with a Science and Technology Emmy Award for their contribution to film and TV production. Petitioner's products have received awards from the following publications, among others: Stuff Magazine, 5 Star Winner, July 2010; Car and Driver, Editor's Choice, May 2010; Motorcycle.com, New Product of the Year, 2009; Men's Journal, Best Helmet Camera of Men's Journal's Gear of the Year, December 2009; Backpacker Magazine, Editor's Choice Award, April 2009; Popular Mechanics, Editor's Choice Award, December 2008; T3 TechLife Product of the Year, 2013; Family Choice Award, 2013; ML100 Award for Game Changing Technology Implementation, 2012; TIPA Best ActionCam, 2013; ISPO Award Gold Winner, 2013. Such publicity serves to further establish the fame, customer recognition, and goodwill in Petitioner's HERO Marks nationwide. Copies of the publications announcing some of these awards are attached hereto as Exhibit B.

8. Petitioner's goods and services have been advertised, promoted, marketed, offered and or rendered in connection with Petitioner's HERO mark since at least as early as September 2004, and in connection with Petitioner's ABYSS mark since July 31, 2014, and continuously since prior to the February 22, 2016 filing date of Registrant's Application and November 10, 2014 alleged use in commerce date of Registrant's 360ABYSS mark. Petitioner has spent considerable time, money and effort promoting Petitioner's HERO Marks and ABYSS mark on the Internet, including on Petitioner's website at gopro.com, and via other media, as well as developing nationwide recognition and goodwill in the marks via both printed, web-based, mass media, and television advertisements, publications, and commercials. Images, videos, and promotions featured on GoPro's websites at gopro.com are representative. A few screenshots of GoPro's websites are attached hereto as Exhibit C.

9. As a result of Petitioner's efforts, the HERO Marks have attained widespread public recognition and renown, and become identified in the minds of consumers exclusively with Petitioner's goods and services. The HERO Marks have become an asset of

substantial value and a symbol of Petitioner's goodwill. Because of the fame, widespread public recognition and renown of Petitioner and Petitioner's HERO marks, fans of Petitioner and Petitioner's products pay close attention to the launch of any new product offered by Petitioner, including Petitioner's ABYSS product, first launched in the United States on July 31, 2014, via Petitioner's website, [www.kolor.com](http://www.kolor.com). Attached hereto as Exhibit D is a printout of the July 31, 2014 web page announcing the ABYSS underwater camera rig, a product especially designed to record underwater 360 degree videos. As stated on the website, "Thanks to its special lenses and 6 cameras, GoPro Hero3/Hero 3+, you can record and stitch underwater content without any distortion."

10. Notably, goods sold under Petitioner's HERO mark are sold at some of the largest and most recognizable retail shopping chains in the United States, including Costco, Amazon.com, Target, Best Buy, and Walmart. Petitioner's ABYSS rigs are sold primarily via the kolor.com website.

11. Petitioner believes and therefore alleges Registrant was also specifically aware of Petitioner's ABYSS mark prior to its adoption of 360ABYSS. Registrant had knowledge of Petitioner's ABYSS mark as early as July 31, 2014, due to: (1) the publicity surrounding Petitioner's launch of the ABYSS underwater camera rig via [www.kolor.com](http://www.kolor.com); (2) the significant ongoing publicity, since 2004, both on Petitioner's website and in the media regarding Petitioner's products and services; and (3) the previous opposition proceedings between the parties, as described in Paragraphs 12 and 13 below.

12. This is not the first time that Registrant has attempted to trade on the rights established by Petitioner. Registrant has engaged in a pattern of infringing conduct specifically tailored to trade off of the goodwill of Petitioner's trademarks. Petitioner and Registrant were parties to Proceeding Number 91217461 before the Trademark Trial and Appeal Board in July 2014 involving the mark 360Heros. On May 22, 2013, Registrant filed an application for the mark 360Heros, through its company, 360Heros, Inc., which Petitioner

subsequently opposed. Judgment was entered against 360Heros, Inc. in that matter on August 14, 2014, after Registrant filed an Express Abandonment of the 360Heros application. Attached hereto as Exhibit E is a copy of the judgment order issued in Proceeding Number 91217461.

13. Petitioner and Registrant are also parties to Proceeding Number 91225817 before the Trademark Trial and Appeal Board in January 2016 opposing Registrant's original Application Number 86463727 to register the 360ABYSS mark. That proceeding was suspended by order of the Trademark Trial and Appeal Board on May 23, 2016 pending the outcome of Civil Action No. 5:16-cv-01944-NC filed by Petitioner in the United States District Court for the Northern District of California on April 13, 2016. Attached hereto as Exhibit F is a copy of the suspension order issued in Proceeding Number 91225817.

14. Petitioner notes that Registrant filed Application Number 86915333 and obtained Registration Number 5049563 for the 360ABYSS mark after Petitioner filed Proceeding Number 91225817 opposing registration of Application Number 86463727, and after Petitioner filed Civil Action No. 5:16-cv-01944-NC objecting to Registrant's use and attempt to register the 360ABYSS mark. Registrant was therefore clearly aware of Petitioner's objection to his use or registration of the 360ABYSS mark, and the filing of the subsequent 360ABYSS application constituted a willful infringement and a clear indication of bad faith on the part of Registrant.

15. Registrant applied for registration of 360ABYSS for "nautical and photographic apparatus and instruments, namely, underwater housings for cameras and underwater enclosures for cameras" without the consent or agreement of Petitioner.

16. The dominant portions of the respective parties' marks are identical, as 360ABYSS wholly and prominently incorporates Petitioner's distinctive ABYSS word mark. Registrant's inclusion of the number "360" does little to distinguish 360ABYSS from Petitioner's ABYSS mark, since the number "360" is merely descriptive of Registrant's product, a 360 degree rig designed to simultaneously hold six of Petitioner's HERO branded cameras.

There can be no doubt that the marks look similar and convey substantially the same commercial impression, thereby suggesting that there is a relationship or affiliation between Registrant and Petitioner, when in fact no such relationship exists. Registrant's actions suggest that it is intentionally attempting to mislead and confuse consumers as to the source of its product and as to a possible relationship or affiliation between Registrant and Petitioner, all to Petitioner's detriment.

17. Moreover, Registrant's 360ABYSS product is clearly an attempt to trade off of Petitioner's established trademark rights in order to market copycat products and confuse consumers as to the source of his products as Registrant's 360ABYSS product is identical to Petitioner's ABYSS product. Registrant's websites at 360ABYSS.com and 360heros.com clearly demonstrate that Registrant's products are intended to be used by individuals familiar with and who have purchased and used Petitioner's HERO-branded cameras. Photos of Registrant's 360ABYSS product from Registrant's 360ABYSS.com and 360heros.com websites are attached herewith as Exhibit G.

18. In view of the similarities between the marks and the parties' overlapping commercial markets, it is alleged that Registrant's 360ABYSS mark so resembles Petitioner's ABYSS mark as to be likely to cause confusion or mistake or to deceive, thereby causing loss, damage, and injury to Petitioner and the purchasing public.

19. In view of the similarity of the respective marks and the related nature of the goods and services of the respective parties, Registrant's registration of the 360ABYSS mark is likely to cause confusion or mistake, or to deceive, and to disparage, and falsely suggest a connection with, Petitioner, thereby causing loss, damage, and injury to Petitioner and the purchasing public. The extent of potential confusion among consumers between the Registration and Petitioner's ABYSS mark is substantial. Indeed, the apparent motivation for Registrant's use of 360ABYSS is to trade and profit on that confusion.

20. Consumers familiar with Petitioner's ABYSS mark are likely to mistakenly believe that Registrant's goods and services are sponsored, authorized, associated with, or otherwise approved by Petitioner because 360ABYSS is confusingly similar to Petitioner's ABYSS mark, and the products serve the same function.

21. Registrant's use of 360ABYSS does, and is likely to, falsely suggest a relationship between Registrant's goods and services and Petitioner's goods and services. Such use is thus likely to cause a significant increase in the level of Registrant's sales due to consumers' mistaken belief that Petitioner is the source or sponsor of Registrant's goods. Registrant's use of 360ABYSS is therefore likely to result in Registrant's trading off and benefiting from the goodwill associated with Petitioner, resulting in ill-gotten gains by Registrant.

22. Registration of the Application would be a further source of damage to Petitioner because it would confer upon Registrant various statutory presumptions to which it is not entitled, in view of Petitioner's prior use of its distinctive ABYSS mark.

23. In the unlikely event that any consumer might not be confused and believe that Registrant's goods originate from or are related to those of Petitioner, Registrant's use of 360ABYSS would nonetheless diminish the distinctive quality of Petitioner's ABYSS mark, thereby causing dilution of Petitioner's distinctive ABYSS mark in violation of Lanham Act Section 43(c), 15 U.S.C. § 1125(c), and in violation of Petitioner's rights under state dilution and unfair competition law. As a result, the ability of Petitioner's ABYSS mark to identify Petitioner's goods and services is weakened, thereby causing loss, damage, and injury to Petitioner. Such association will also harm the reputation of Petitioner's ABYSS mark. For example, inferior performance, deficiencies, or other faults in Registrant's goods and services are likely to reflect negatively upon, tarnish, and seriously injure the reputation which Petitioner has established for the goods and services marketed under Petitioner's ABYSS mark. This will

likely result in a loss of revenues to Petitioner and damage to Petitioner's reputation and goodwill.

24. Such use constitutes tarnishment, blurring, and disparagement of the ABYSS mark and will diminish the value of the mark in violation of 15 U.S.C. §§ 1052, 1063(a) and 1125(c).

25. For the foregoing reasons, the registration obtained by Registrant is contrary to the provisions of the Lanham Act, 15 U.S.C. §§ 1052 and 1125, and Petitioner would be damaged thereby.

WHEREFORE, Petitioner prays that this Cancellation Petition be sustained and that the Registration be cancelled.

Respectfully submitted,  
FENWICK & WEST LLP

Date: October 17, 2016

/cle1087/  
Connie L. Ellerbach, Esq.

/Eric Ball/  
Eric J. Ball, Esq.

Attorneys for Petitioner  
FENWICK & WEST LLP  
Silicon Valley Center  
801 California Street  
Mountain View, CA 94041  
(650) 988-8500  
trademarks@fenwick.com

**CERTIFICATE OF SERVICE**

The undersigned declares that:

I am employed in the County of Santa Clara, State of California. I am over the age of 18 and not a party to this action. My business address is: Fenwick & West LLP, Silicon Valley Center, 801 California Street, Mountain View, CA 94041.

On October 17, 2016, I caused to be served the attached:

**PETITION FOR CANCELLATION**

on the parties in the subject action by placing a true copy thereof as indicated below, addressed to:

Jason S. Nardiello  
Barclay Damon, LLP  
300 South State Street  
One Park Place  
Syracuse, NY 13202

- (XX) **BY U.S. MAIL:** I am familiar with our business practices for collecting and processing of mail for the United States Postal Service. Mail placed by me within the office for collection for the United States Postal Service would normally be deposited with the United States Postal Services that day in the ordinary course of business. The envelope(s) bearing the address(es) above was sealed and placed for collection and mailing on the date below following our ordinary business practices.
- ( ) **BY PERSONAL SERVICE:** I caused such envelope(s) to be delivered by hand on the office(s) of the addressee(s).
- ( ) **BY FEDERAL EXPRESS:** I caused such envelope(s) to be delivered to Federal Express for overnight courier service to the office(s) of the addressee(s).
- ( ) **BY FACSIMILE:** I caused a copy of such document(s) to be sent via facsimile transmission to the office(s) of the party(s) stated above and was transmitted without error.

I declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

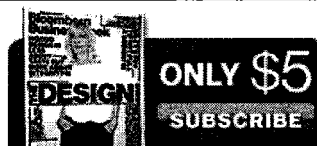
Date: October 17, 2016

/Anita E. Ersoy/  
Anita E. Ersoy



Exhibit A

# BloombergBusinessweek Magazine




Global Economics	Companies & Industries	Politics & Policy	Technology	Markets & Finance	Innovation & Design	Lifestyle	Business Schools	Small Business	Video & Multimedia
------------------	------------------------	-------------------	------------	-------------------	---------------------	-----------	------------------	----------------	--------------------

Innovator

## GoPro's Incredible Small, Durable Camcorder

By Peter Burrows June 30, 2011



Ever since his days at the University of California at San Diego in the late 1990s, Nicholas Woodman wanted a way for him and his surfing buddies to capture their exploits without having to take turns sitting on shore with a camera and telephoto lens. “No surfer wants to be the photographer, especially when the waves are good,” he says.

Woodman, 36, eventually decided to solve the problem and founded GoPro in 2002. GoPro makes a small, durable, lightweight (just 3.3 ounces) camcorder and special mounts to attach the device to surfboards, helmets, ski poles, car hoods, or pretty much anything else. It's become a phenomenon in the world of extreme sports, with back-country snowboarders, kayakers, scuba divers, and others using it to document their feats. Woodman's company has sold hundreds of thousands of them through sports shops and is only now reaching beyond its X Game base with national TV ads and a distribution deal with Best Buy (BBY). “It's a very cool story,” says Christopher Chute, an analyst with IDC. “GoPro may well be the world's fastest-growing camera company.”

The stepson of Irwin Federman, a chip industry pioneer and successful venture capitalist, Woodman started an Internet marketing firm after college, but it didn't survive the dot-com bust. He decompressed with a five-month surfing trip to Indonesia and Australia, where he began testing prototypes of a wrist-mounted camera. Once he got the design right, he borrowed and raised \$30,000—in part by selling Indonesian bead-and-shell necklaces from the back of his Volkswagen bus—

### Most Popular

Feed

Read

Shared

Discussed

Feedback

NRA Does Victory Dance Over the Woes of a California Gun Foe

Fiat's 'Baby Jeep' Strategy Pays Off

The Man Who Wants to Buy the Biggest U.S. Gun Maker Doesn't Own a Gun

Silicon Valley's Elite Comes Out Against the Keystone XL

The Food Truck Goes to Sea

Subscribe to our *daily* Newsletter [Sample copy](#)

and hired some buddies to cold-call surf shops and ask them to stock GoPro's Hero line of cameras.

### STORY: GoPro Goes Big as a Hybrid Media Company/Videocam Maker

Corporate giants such as Samsung have worked on wearable camcorders for years, but GoPro's devices, which cost \$180 to \$300, stand out for image and sound quality, ease of use, and ruggedness. They're waterproof to 180 feet and drop-proof from 3,000 feet. (One was dropped from that height by a skydiver, who still uses it.) A skier can attach one to his helmet to record what he sees and another to the tip of his ski to film himself. The cameras are also becoming a staple on TV, where they have been used to help film dozens of reality shows, including *Deadliest Catch* and *Whale Wars*. George Lucas is using them to shoot part of his next film, *Red Tails*.

Woodman, who says GoPro is profitable enough to go public, wants to expand beyond hardware into media. One idea is for a cable show featuring extreme sports videos shot by GoPro users. The push into content is one reason Steamboat Ventures, the venture capital arm of Walt Disney (DIS), recently invested in GoPro. Says Beau Laskey, managing director of the fund: "There's the potential for this to be much more than a camera company."

### STORY: With Oculus Rift and Project Morpheus, a Virtual Battleground May Finally Be Here

#### WIPEOUT

Woodman's internet marketing company went bust in 2001  
**BETWEEN SETS**

Began testing camcorder designs on a five-month surf trip

#### NEXT WAVE

Reality TV shows and other media

Burrows is a senior writer for *Bloomberg Businessweek*, based in San Francisco.



SEND TO kindle

### Companies Mentioned

**BBY** (Best Buy Co Inc)

\$26.38 -0.03 -0.11%  
USD

**DIS** (Walt Disney Co/The)

\$81.57 1.50 1.84%  
USD

Market data is delayed at least 15 minutes.

## BloombergBusinessweek

Can GM Regain the Public's Trust?



GM CEO Angered at Decade-Long Delay Before Recall



Marco's: Making Dough in the Pizza Business



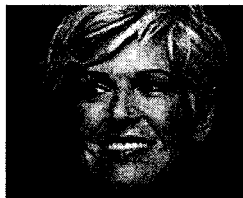
The One Important Thing GM CEO Mary Barra Told

From The Web

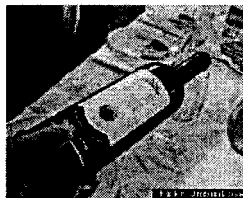
Sponsored Content by Taboola by Taboola



**'Warren Buffett Indicator' Signals Collapse in Stock**  
Moneynews



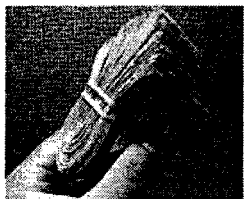
**88 Year Old Yoga Teacher Shares Her Secret To Never En...**  
Health 1st



**Millennials Are Drinking So Much Wine They're**  
The Huffington Post



**15 Celebrities Who Married Ordinary People**  
Celeb Romance



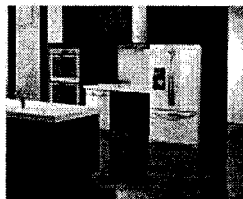
**7 Things To Sell On eBay For A Nice Profit**  
Stayathome.com



**You Won't Believe Who's Related to Abraham Lincoln**  
Ancestry.com



**Jessica Biel's Wedding Dress: Get The Look**  
Brides.com



**So Long, Stainless: Whirlpool Introduces a New Finish For Pr...**  
Reviewed.com

More From The Web

- **'Warren Buffett Indicator' Signals Collapse in Stock Market** (Moneynews)
- **U.S. Economy Headed For Largest Crash Since Great Depression** (Money Morning)
- **Millennials are Drinking so Much Wine They're Changing How it's Sold** (Parade)
- **4 Places You Should Avoid Using Your Credit Card** (Bankrate)
- **8 Awesome Discontinued Cars That We Want Back** (Wall St. Cheat Sheet)

From Businessweek

- **The Big Bad Private Jet Every Billionaire Wants**
- **Selling Boats to Billionaires Undercover in Florida**
- **Why 'Candy Crush' Maker Was Crushed in IPO**
- **How to Play Southwest Airlines**
- **Wal-Mart Sees \$3B Opportunity Refilling Shelves**



LIMITED-TIME OFFER SUBSCRIBE NOW

Congress



**McDonald's Wants to Be Your Coffee Shop**



**After Customers Complain About Its New Pastries, Starbucks Brings Back Loaf Cake**



**Why New Jersey Fell Far Short of Online Gambling Expectations**



**Is Congress Trying to Fix the Wrong Patent Problem?**



**Why Hertz Is So Hot for Off-Airport Rentals**



**What Michael Lewis Gets Wrong About High-Frequency Trading**



**Bloomberg Businessweek**

Download  
FREE  
iPad App



Ads by Google

**Peninsula Beauty Sale**  
\$10 off \$30. 5000 Products. Expert Advice. 12 Locations.  
peninsulabeauty.com

**Google Shopping Express**  
Groceries, Clothing, Appliances and More. Your Needs, Delivered Today.  
google.com/shopping/express

**10 Best Credit Cards**  
Compare Credit Cards with 0% APR. Lock-in 0% APR for 18 Months Today!  
www.comparecards.com

0  
Comments

Businessweek.com

d Login

Sort by  
Best

Share Favorite



Start the discussion...

Be the first to comment.

**Businessweek.com is focused on action.**  
**Visit Businessweek's Technology section**  
**for breaking news and market**  
**information.**

## Social



Follow us on Twitter



Join us on Facebook



Connect with us on LinkedIn



Subscribe to Bloomberg Businessweek

Bloomberg

## Links

[Our Company](#)

[News Mission](#)

[Advertising](#)

[Careers](#)

[Content Licensing](#)

[Feedback](#)

[Custom Publishing](#)

[Manage Subscription](#)

[Mobile](#)

[Newsletters](#)

[Privacy Policy](#)

[Reprints & Permissions](#)

[Sitemap](#)

[Terms of Use](#)

[\[+\] Rate This Page](#)

## Get Businessweek Delivered



**The Design  
Issue**

**SUBSCRIBE**

[« Back](#)

## The Wall Street Journal Features GoPro

0 [Tweet](#) 0



### WALL STREET JOURNAL

April 6, 2011 – In today's edition of *The Wall Street Journal*, Nick Wingfield, features GoPro in his story on the company's rise and adoption by the professional production market. The featured photo in the article is that of Dom Moore, a GoPro customer and previous "Photo of the Day" winner!

#### Camcorder Popular With Surfers Looks to Ride Professional Market

April 6, 2011

By NICK WINGFIELD

Even as cellphones put video cameras into pockets everywhere, one company is seeing brisk sales of a rugged video camera that turns ordinary people into the stars of their own self-shot action movies.

GoPro's trick: a collection of mounts that allow its inexpensive cameras to be attached to everything from the tips of surfboards to ski helmets. The cameras have also started winning converts among professional cameramen, who have used the gadgets to burrow into cobra dens and shoot the insides of shark's mouths for television nature shows.

Now GoPro's closely held parent company, Woodman Labs Inc., is

## Twitter

## Testimonials

When I saw the footage from the GoPro on our big screens at Skywalker Ranch, I was amazed...  
**Executive Producer Rick McCallum,**  
Lucasfilm, Ltd

2008 & 2009 Top Selling Product Award  
Dealer News Top 100 Retailer Poll  
(Motorcycle Industry)

receiving its first round of funding from outside investors, including Steamboat Ventures, a venture capital fund backed by Walt Disney Co. GoPro declined to disclose the size of the investment.

GoPro is part of a category of products known as pocket camcorders that is thriving despite the prevalence of video cameras inside devices like Apple Inc.'s iPhone. The simple-to-operate cameras are more portable than traditional camcorders but lack many of their bells-and-whistles, like powerful zoom lenses.

In 2009, sales of all pocket camcorders were just over \$2 billion world-wide, growing 21% in unit sales to 13.6 million in 2010 from the prior year, according to research firm IDC, which doesn't have a dollar estimate for 2010.

Pure Digital—the maker of the best-known pocket camcorder, the Flip—was acquired by Cisco Systems Inc. two years ago for \$590 million. One of GoPro's new investors, Steamboat Ventures, was also an investor in Pure Digital.

Beau Laskey, a Steamboat managing director, said his firm plans to help GoPro expand its business in the professional market. "We do believe there's a big market there," Mr. Laskey said.

While Flip cameras and mobile phones are used to record children's birthday parties and other everyday activities, GoPro has won fans among sports enthusiasts with the product's ability to slosh around in the surf and to withstand other harsh conditions. The six-ounce, fist-sized digital camera comes with a water-tight housing and starts at \$260 for a version that shoots the highest quality of high-definition video, called 1080p. In contrast, non-rugged cameras tend to start at cheaper prices, with the Flip starting at about \$130.

Nick Woodman, a surfer who is chief executive and founder of GoPro, said a big part of the camera's appeal is that people can pivot the cameras to be aimed at themselves while they're surfing or doing some other activity and easily share them on Facebook and YouTube. The name of GoPro's family of products—Hero Cameras—is a clue to the impulse it's seeking to appeal to.

"This is a huge enabler for that type of ego satisfaction," he said.

Mr. Woodman declined to give sales figures, but said the Half Moon Bay, Calif., company has been profitable since he started it in 2002. The company's cameras, which first got exposure in surf shops, motorcycle stores and sporting goods retailers, will soon be on sale in Best Buy stores.

GoPro's most unexpected success has been among television cameramen. GoPro said its cameras have been used on more than 60 television shows, ranging from "Mythbusters" to "Sarah Palin's Alaska."

Andy B. Casagrande IV, a freelance videographer for National Geographic, the Discovery Channel and Animal Planet, said the

Editors Choice Award - Video Camera  
Category  
**Backpacker Magazine, April 2009**

Small, rugged and durable packaging  
allows mounting on virtually  
anything... The results were nothing  
short of spectacular...  
**Modified Magazine, March 2010**

GoPro is setting the tone for wearable  
video cameras.  
**Gear Junkie, August 2009**

5 Stars  
**Mountain Bike Action Magazine,  
December 2009**

'Impossibly small cameras that go  
practically anywhere'  
**Fortune.com / CNN, October 2010**

Point-of-view cameras such as the  
GoPro have revolutionized the sense  
of perspective in action sports.  
**Red Bull, 2010**

This camera isn't just easy to use, it's  
addictive...the GoPro Motorsports  
HERO wins our nod for best all-  
around onboard (camera).  
**Autoweek Magazine**

I can see GoPro completely  
dominating the POV market.  
**Ben DeCamp, Staff Photographer,  
Surfer Magazine**

rugged design and low cost of GoPro cameras have enabled him to get shots that were never practical before

Mr. Casagrande has embedded the cameras in a seal decoy in the waters off South Africa so he could film the inside of sharks' mouths. He's gotten similar "bite shots" from polar bears and alligators. "We've had a few cameras eaten for sure," Mr. Casagrande said, adding that the sharks eventually spit the devices up without being harmed.

Ernie Montagna, equipment manager for Original Productions, the production company behind "Deadliest Catch" and "Ice Road Truckers," has used the GoPro devices to get a shot that had long eluded him: crabs entering a crab pot on the bottom of the sea.

Last year, Mr. Montagna estimated he bought 200 GoPros for all of his company's shows, while this year he has already purchased 75

The video quality is amazing, and if you can view it in high definition, it's even more astounding that such a great picture can come from such a tiny, easy to use camera.

**ATV Scene, February 2010**

First off, the GoPro HD Helmet HERO shoots amazing quality video for such a small package. To say it's professional quality would be true, as I've even used it to shoot footage at my day job as a TV news videographer.

**Utah Outside, March 2010**

Best helmet cam for Men's Journal's Gear of the Year. "Top-notch image quality... affordable and easy to use"

**Men's Journal, December 2009**

This is the best sports cam I've ever used.

**Gizmodo 2008 & 2009 Top Selling Product Award**

...after testing it for the past six months I can honestly say it's one of the coolest, handiest little cameras I've ever used

**Mark Anders, Surfline.com**

Gathered around the TV after the day's riding, everybody was amazed such a small camera could take such high-quality, high-definition footage.

**ATV Magazine, April 2010**



GoPro finishes first in Car and Driver's Gear Box review. "The GoPro emerged as our favorite for one reason: picture quality."  
Car and Driver, May 2010

"Packs more power than most professional cameras on the market today...the GoPro is one of the most entertaining cameras I've ever used."  
New York Times, September 2010

"Bombproof build, quality video and loads of mounts. Essential for any adrenalin junkie - 5 Star Winner."  
Stuff Magazine, July 2010



## JOIN THE GOPRO MOVEMENT

Sign up for news, news, and giveaways!

Enter your email

SUBMIT

»

## DAILY GIVEAWAY

One person wins everything we have daily.

ENTER NOW »

## CAMERA SOFTWARE UPDATES

Keep your GoPro up to date to get the latest features and updates.

DOWNLOAD UPDATE »

## CUSTOMER SUPPORT

1-800-600-4650

Visit [gopro.com/support](http://gopro.com/support) for more information and help. We're here to help you get the most out of your GoPro.

VISIT SUPPORT »

30 DAY MONEY BACK GUARANTEE

[About Us](#) [News](#) [Careers](#) [International Distributors](#) [Become a Dealer](#) [Affiliate Program](#)

[Terms](#) [Privacy Policy](#) [Store Locator](#) [Contact Us](#) [Refurbished Cameras](#) [Order Status](#)

SELECT YOUR COUNTRY

United States



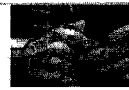




Amazon Announces a Set-Top Box



Reprise Patent Fight (With Google a Shadow Presence)



Tech Spending Recovers, but It's Different



TECHNOLOGY

# GoPro Sees Opportunity in Its Amateur Daredevils

By NICK WINGFIELD JAN. 30, 2014



PLAY VIDEO

VIDEO | 3:58

GoPro

## GoPro Goes Amateur

The camera company is shifting from exclusively building hardware to focusing more on distributing the media that its cameras create.




EMAIL



FACEBOOK

SAN MATEO, Calif. — Inside the headquarters of GoPro, the video camera

 TWITTER

 SAVE

 MORE

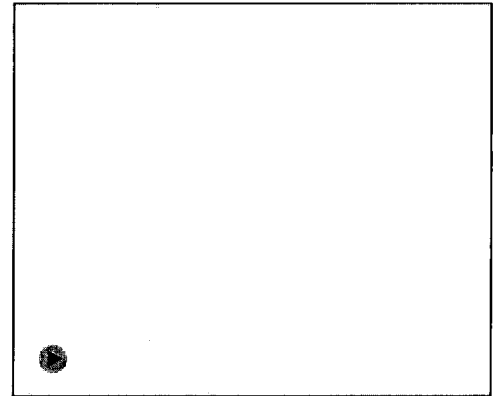


maker, there is a racing car, a collection of motorcycles, and drones outfitted with the company's products. All of them are reminders of the niche that GoPro has carved out as the camera of choice for recording skiing, surfing and other experiences too gnarly for dainty smartphones.

For its next act, GoPro wants to also be known as a media company.

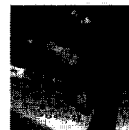
It is not a terribly far stretch. In the last decade, GoPro has built a large and passionate following on YouTube and other Internet sites with its adrenaline-soaked and professionally made videos of surfers riding through barrels of waves and skiers parachuting off snow-covered cliffs. Customers have independently uploaded millions of their own videos, too. And many happily label the clips with the term GoPro, which has become a sort of shorthand for action shots.

"I think GoPro is producing some of the best short-form content out there today," said Nicholas Woodman, the company's founder and chief executive, who owns and has piloted the racing car and motorcycles now parked in the building here. "There's a phenomenal opportunity for us to leverage GoPro as a media brand."



---

**RELATED COVERAGE**



DealBook: GoPro to Go Public  
FEB. 7, 2014



Nicholas Woodman, the chief executive of GoPro, says he sees an opportunity to leverage GoPro as a media brand. Times  
Jim Wilson/The New York

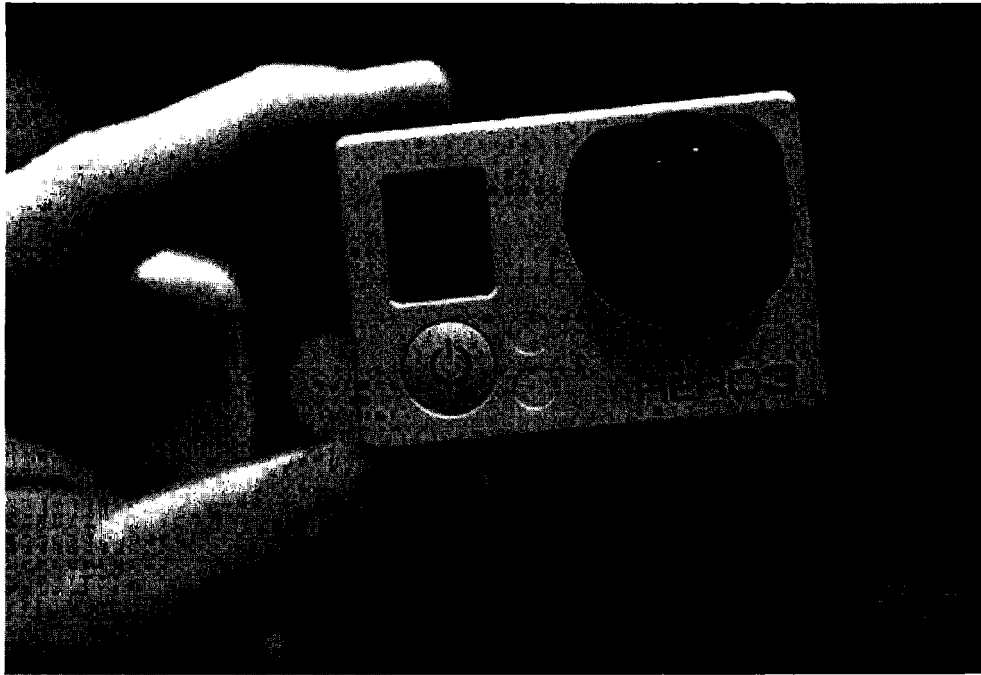
There are other companies with media ambitions similar to GoPro's, most notably Red Bull, the energy drink maker. Red Bull has become synonymous with extreme sports and stunts by sponsoring high-altitude sky divers and downhill ice skating races, among other events. GoPro also sponsors athletes, including the surfer Kelly Slater, the snowboarder Shaun White and others who shoot footage of themselves in action using GoPro cameras, which they then send to the company every month for use in its online videos.

But GoPro has a long way to go in video to catch up to Red Bull. The energy drink maker has 3.3 million subscribers to its YouTube channel and over 700 million views for its videos, compared with 1.7 million subscribers for GoPro's channels and over 400 million views. And Red Bull TV, the company's entertainment network, recently became available on Apple TV. Those are the types of deals GoPro is now also after.

"It's a tough environment," said Michael J. Wolf, a former MTV Networks executive and managing director of Activate, a media consulting firm. "If they can truly stand for action sports, and they can have quality video that people want to watch, then they can succeed."

Building up its media business could help fortify the company in a

market where smartphones and tablets have devastated dedicated cameras. One of the best known casualties of the business was the Flip Video digital camera, which Cisco Systems bought in 2009 for \$590 million and shuttered two years later. Mr. Woodman said he thought GoPro cameras and smartphones filled different needs, and that smartphones were ill-suited to the kinds of rugged, hands-free uses for which GoPro is designed.



David Becker/Getty

The Hero 3 is the company's latest go-anywhere video camera. Images

Pointing to an iPhone he placed on a desk in front of him, he said, "This gets in the way of that experience."

GoPro has just begun to venture beyond YouTube, where its biggest audience is found, to seek out new distribution channels for its content. In October, Virgin America introduced a GoPro channel on its in-flight entertainment system featuring a two-and-a-half hour string of GoPro videos that are refreshed every two months. In its latest deal, the company reached an agreement with Microsoft for a GoPro channel that will be available to users of Microsoft's Xbox game consoles.

The finalization of these new distribution deals is falling on the shoulders of Adam Dornbusch, who recently joined GoPro after working in television and film. Mr.

Dornbusch said the company was in

discussions with many other partners, many of whom are other makers of Internet-connected devices for television. GoPro is also “kicking around ideas with larger television networks” about possible co-production deals, he said.

“Some of the distributors are begging for our content,” Mr. Dornbusch said. “It’s that entertaining. It’s that aspirational.”

## Are You Writing a Book?

iuniverse.com

Get a free guide to professional editing & publishing options.



A still shot from a GoPro video of Kevin Richardson, a South African zoologist, approaching a lioness in Pretoria. GoPro

Sales of its cameras, which run from \$199 to \$399, are brisk. The company has said before that it expected to roughly double its 2012 sales in 2013, which would have put it around the \$1 billion level, though it will not confirm that figure now. The company is widely expected to file for an initial public offering in the coming year, which will further raise its profile.

“GoPro’s biggest advantage is fundamentally they are a media device,” said Noah Brier, co-founder of Percolate, a technology firm in New York that helps large companies, including Red Bull, create content for the Internet. “It couldn’t be much more baked into the DNA of the

company.”

GoPro’s videos are often catnip for share-happy online audiences, flooding social networks with the latest daredevil creations. Many videos are produced by GoPro itself, like a recent [clip](#) featuring Kevin Richardson, who calls himself the Lion Whisperer, as he snuggles with several big cats on a reserve in South Africa. The GoPro cameras Mr. Richardson wears during the encounter offer a far more intimate view of the lions than normal wildlife documentaries.

But some of the most popular videos on GoPro’s distribution channels are shot by independent users of the cameras. One of the biggest hits, with nearly 20 million views, is a tear-jerking [two-minute clip](#) of a firefighter in Fresno, Calif., discovering an unconscious kitten in a burned-out home and then reviving it with an oxygen mask and splashes of water. GoPro received permission from the firefighter before professionally editing the video and putting it on its channel.

GoPro is cagey about whether its media plans include selling advertising on its videos to other companies. For now, its videos primarily advertise the GoPro camera itself in one form or another. Even the videos its customers create and upload to YouTube themselves help spread the company’s marketing message by showing, in vivid detail, the exhilarating moments people can capture with the devices.

“What their product produces is so compelling, it doesn’t feel like advertising,” said Michael Mott, general manager of Xbox apps and developer ecosystem at Microsoft. “It’s a genuine expression of the creativity and craziness of what their users are capturing.”

---

A version of this article appears in print on January 31, 2014, on page B1 of the New York edition with the headline: A Daredevil Works on Its Brand. [Order Reprints](#) | [Today's Paper](#) | [Subscribe](#)

---


#### MOST EMAILED


1. Frank Bruni: Our Crazy College Crossroads
2. Slomo
3. Well: Low Vitamin D Levels Linked to Disease in Two Big Studies








4. Op-Docs:  
'Slomo'
5. The Wolf Hunters of Wall  
Street


6. David Brooks: The Employer's  
Creed


7. Bishops Follow Pope's Example:  
Opulence Is Out


8. Police Confront Rising Number of Mentally  
Ill Suspects
9. What Really Killed William Henry  
Harrison?


10. Thomas L. Friedman: Follow the  
Money



Advertisement

2014 Best Skin Tighteners

skincaresearch.com/FaceLifting  
An Unbiased Review List of The Top Performing Skin  
Tighteners In 2014

Free Obituary Search

ancestry.com/Obituaries  
1) Enter anyone's name 2) Find their obituary instantly!

SITE INDEX

NEWS

- World
- U.S.
- Politics
- New York
- Business
- Technology
- Science
- Health
- Sports
- Education
- Obituaries
- Today's Paper
- Corrections

OPINION

- Today's Opinion
- Op-Ed Columnists
- Editorials
- Contributing Writers
- Op-Ed Contributors
- Opinionator
- Letters
- Sunday Review
- Taking Note
- Room for Debate
- Public Editor
- Video: Opinion

ARTS

- Today's Arts
- Art & Design
- ArtsBeat
- Books
- Dance
- Movies
- Music
- N.Y.C. Events Guide
- Television
- Theater
- Video Games
- Video: Arts

LIVING

- Automobiles
- Crosswords
- Dining & Wine
- Education
- Fashion & Style
- Health
- Home & Garden
- Jobs
- Magazine
- N.Y.C. Events Guide
- Real Estate
- T Magazine
- Travel
- Weddings & Celebrations

LISTINGS & MORE

- Classifieds
- Tools & Services
- Times Topics
- Public Editor
- N.Y.C. Events Guide
- TV Listings
- Blogs
- Cartoons
- Multimedia
- Photography
- Video
- NYT Store
- Times Journeys
- Subscribe
- Manage My Account

[Email Newsletters](#) [Alerts](#) [Crosswords](#) [Gift Subscriptions](#) [Corporate Subscriptions](#) [Education Rate](#)  
[Mobile Applications](#) [Replica Edition](#) [International New York Times](#)

---

© 2014 The New York Times Company [Privacy](#) [Terms of Service](#)

[Site Map](#) [Help](#) [Site Feedback](#)

Tell us what you think of the new CNET | Connect with us

Reviews

News

Video

How To

Download

US Edition

## Entrepreneurs Conference

[tiecon.org](http://tiecon.org)

Top conference for startups, VCs, networking @TIEcon2014 May 16-17

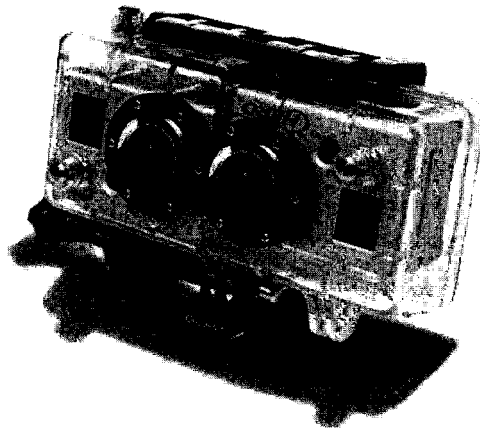
CNET &gt; Tech Culture &gt; Camera start-up GoPro secures funding

# Camera start-up GoPro secures funding

The camera market is overcrowded with major players, but a small company called GoPro that makes cameras for action videos convinced venture capitalists it's got prospects.

by Stephen Shankland @stshank / May 5, 2011 8:52 AM PDT

0 / 0 / 0 / 0 / more+



GoPro's 3D videocamera system

GoPro

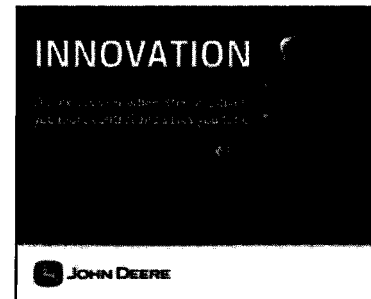
The camera market might be dominated by giants such as Canon and Panasonic, but a small start-up founded by a surfer in Half Moon Bay, Calif., has persuaded venture capitalists to invest.

GoPro, maker of the diminutive Hero line of cameras geared to record action video of snowboarding, base jumping, mountain biking, scuba diving, and car racing, announced the funding today. The "substantial strategic investment" of undisclosed magnitude is from Riverwood Capital, Steamboat Ventures, Sageview Capital, Walden International, and U.S. Venture Partners.

The company has found a niche for its products—including a range of accessories such as suction cups, chest harnesses, helmet straps, handlebar clamps, and adhesive brackets to mount the cameras. Most recently, it released a camera housing that fits two cameras side by side for shooting 3D video and acquired CineForm, a video encoding company whose software GoPro supplies to process the 3D videos.

GoPro also announced a major distribution deal: Best Buy will carry its products.

The cameras are basic—fisheye lenses that don't need to be focused, automatic exposure, one button to start and stop video and another to cycle through settings.



### DON'T MISS /



**Amazon unveils Amazon Fire TV for streaming video**  
Home Entertainment



**Windows 8.1 update fixes many common issues**  
Operating Systems



**Nokia Lumia 930 image leaks ahead of launch, looks like Icon**  
Phones



**Exclusive: Mozilla CEO Eich says gay-marriage firestorm could hurt Firefox (Q&A)**  
Internet



**Bitcoin ATM yanked after brief debut**  
Tech Culture

### HOT PRODUCTS /



**Nest Learning Thermostat**  
What all the fuss is about / \$239.99



**2014 Audi A7 3.0 TDI**  
The best tech car / \$66,900.00



**Google Chromecast**  
This video streamer is a bargain / \$29.99



**SimpliSafe Home Security**  
The better way to secure your home



**Sony PlayStation 4**  
Taking a second look at the PS4 / \$399.00

A bubble-shaped plastic lens is designed to be replaced if you scratch it during your parachute landing. Though they're basic, they'll shoot HD video for people who don't have a spare hand to hold a camera.

Among the prices: The HD Hero 960 camera costs \$180 with a waterproof housing that works down to 180 feet deep and shoots 720p and 960p video. The HD Hero shoots 1080p, and with a helmet mount included, costs \$300. The 3D housing costs another \$100 but also is waterproof.

**Corrected at 1:41 p.m. PT to note the HD Hero 960 doesn't shoot 1080p video.**

**Tags:** Tech Culture, Car Tech, Sci-Tech, Best Buy

#### ABOUT THE AUTHOR



#### Stephen Shankland /

Stephen Shankland writes about a wide range of technology and products, but has a particular focus on browsers and digital photography. He joined CNET News in 1998 and has also covered Google, Yahoo, servers, supercomputing, Linux, other open-source software, and science. E-mail Stephen, follow him on Twitter at <http://www.twitter.com/stshank>, or contact him through Google Buzz. See full bio

#### YOU MAY ALSO LIKE



Why I'm glad I never abandoned Android for an iPhone  
CNET



A \$25 speaker an audiophile can love  
CNET



7 Best Cars for Your Money in 2014  
Insider Car News



10 SUVs to Steer Clear Of in 2014  
Wall St. Cheat Street

Recommended by

#### HOT ON CNET /



#### about iPhone 6

Here is all the information you should know about Apple's next phone.

CHECK IT OUT

#### ARTICLE DISCUSSION

0 Comments / 1 person following

Log In



CNET

Share

SORT BY: NEWEST | OLDEST | TOP COMMENTS

FAQs / Guidelines

Conversation powered by Livefyre

#### Ads

#### HD Helmet Cameras \$79

Sports-Vue™ Action Sports. The Pro's Choice at 1/2 the Price!

[www.sports-vue.com](http://www.sports-vue.com)

#### KillerShot GoPro Gear

Free Shipping for 3 more days. #1 Store for ALL your GoPro Needs

[www.killershot.com](http://www.killershot.com)

#### Best Ultra Zoom Camera

Find The #1 Rated Zoom Camera! Our Experts Have Done the Research

[www.besttovery.com](http://www.besttovery.com)

**\$10 Off Your First Order**

© CBS Interactive Inc. / All rights reserved. / Privacy Policy / Ad Choice / Terms of Use / Mobile User Agreement

Top Brands: / Samsung

REVIEWS	NEWS	VIDEO	MORE	FOLLOW CNET VIA...
All Reviews	All News	All Videos	About CBS	Facebook
Audio	Apple	Apple Byte	Interactive	Twitter
Cameras	Crave	CNET On Cars	About CNET	Google+
Car Tech	Internet	CNET Top 5	CNET 100	YouTube
Desktops	Microsoft	CNET Update	CNET Deals	LinkedIn
Laptops	Mobile	Next Big Thing	CNET Forums	Tumblr
Phones	Sci-Tech	The 404	CNET Mobile	Pinterest
Tablets	Security	The Fix	Corrections	Newsletters
TVs	Tech Industry	XCAR	Help Center	RSS
			Permissions	

Like 1.6m Follow @CNET CNET



Mail

News

Sports

Finance

Weather

Games

Groups

Answers

Screen

Flickr

Apps

More ▾

**YAHOO!**  
NEWS

Search News

Search Web



Sign In



Mail



# Go Go GoPro: How an upstart camera company launched and thrived in the iPhone era

By Rob Walker, Yahoo

News

October 4, 2013 11:37 AM

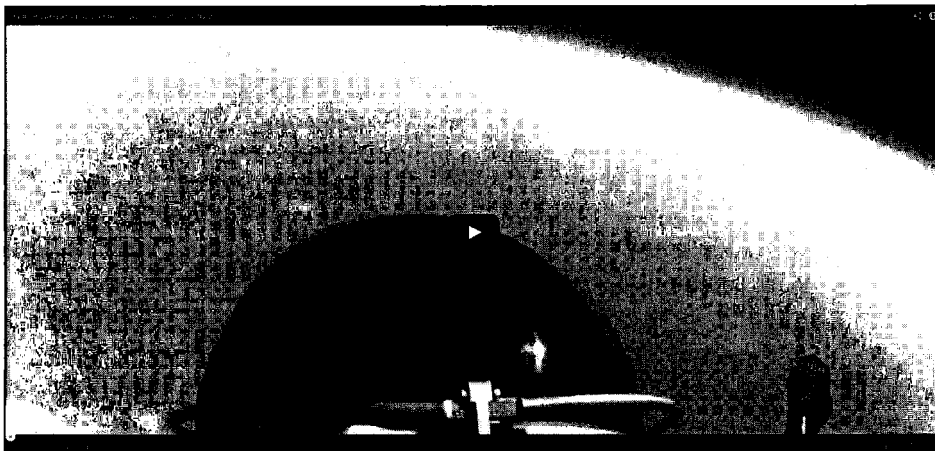
Yahoo News

The smartphone revolution has all but obliterated devices whose sole function is capturing images. Icons like Kodak and Polaroid got walloped; camcorders, like the once-posh Flip cam, went out of style; and sales of point-and-shoot digital cameras — which once made obsolete traditional film cameras and drive-thru Fotomats — plummeted, too.

Given all of this rapid obsolescence and general destruction in the photo industry, you might think that the idea of a brand-new camera maker emerging from nowhere in 2002, offering its first device in 2004, and not only surviving, but thriving, in 2013, seems like a pretty remote possibility. And yet, that's exactly what the ubiquitous action sports pioneer GoPro has accomplished.

GoPro's success has been so pronounced, and yet so unflashy, that it is easy to forget that the company launched and flourished just at the moment that digital cameras began to get crushed by Apple, Samsung and various other competing camera-phones. But GoPro — which Tuesday announced an updated version of its flagship camera, the Hero 3+, along with a new batch of ancillary products — sold a reported 2.3 million cameras last year alone, to the tune of \$521 million. Its founder, Nick Woodman, is a billionaire. With 6.3 million Facebook likes, the camera originally associated with the extreme-sports crowd has exited the skate park, with cultish fans putting its products to a huge range of uses (and uploading the results to YouTube).

Aside from the familiar array of action-sport-style activities — when Red Bull's Felix Baumgartner parachuted down from space, he wore a GoPro — people have attached them to remote-control helicopters and consumer-oriented drones. There are dog POV videos, of course, and plenty of other animals, too. There was the guy who attached one to his trombone. Here's a picture of a dentist from inside somebody's mouth. Here's what it looks like to race lawnmowers in the snow. And more.



## Top Stories



Looking skyward, for the first time, with fear



Putin officially divorces wife of 30 years



Newtown gunman's neighbors want his house torn down ...

## Videos For You



California's \$425M Powerball Winner Revealed

02:39



Malaysian investigation rules out passengers, focuses ...

01:11



Today in History for April 2

01:34



Australia says search for missing Malaysia plane MH370 ...

00:42



Search for Flight 370 Continues

02:32

Sponsored

AdChoices [D]



Are you a fan of A&E's 'Flip this House'? Fortune Builders



New Site Grants Access to Anyone's Public Record Instant Checkmate



The GoPro brand, and the aesthetic associated with it, has become so familiar that it works as shorthand for an entire category, like a Band-Aid or Q-Tips. You know that mega-viral video of the "GoPro-wearing eagle?" The company still isn't even sure it actually involved one of its cameras.

But while the most notorious GoPro videos tend to be heart-stopping, jaw-dropping scenes, GoPro the company remains a relatively stealthy success. Sure, GoPro's rise has been the focus of niche coverage in the business and technology press. But it's certainly never enjoyed the wide-eyed mainstream media fascination with, say, Instagram and seemingly every other "social" startup.

There are downsides to slow-build awareness, concedes GoPro CEO Woodman. On the other hand, the way the company grew made it look like a niche player until it wasn't. "We could quietly build our business over the years," he told me, "and kind of sneak up on the traditional camera guys."

So how, exactly, in the age of apps and the digitization of everything, did this brand-new gadget maker, in a seemingly doomed category, manage to establish itself? The most recent round of GoPro updates and new products is the perfect excuse to answer — and the perfect answer itself — to that question.

\*

"I'd just gotten my ass kicked," Woodman recalls. His first startup, an online game company, had died during the dot-com crash, and he consoled himself with a months-long surfing journey through Australia and Indonesia. During his vacation from the Silicon Valley world, Woodman got an idea for a new company, and it was quite intentionally modest in scope.

"Wrist cameras for surfers," he says. "That was it. A nice, simple little business." It was 2002.

In Indonesia, he met Bradford Schmidt, a photography nut, fellow surfer and now GoPro's Creative Director, Media Production. Schmidt wasn't sure Woodman had a winning business strategy, but he understood the problem he was trying to solve: Passionate amateur surfers would *love* to be photographed like pros, but who's going to do that?

"Nobody wanted to stand on the beach with a big, long lens to take pictures of the other person," Schmidt recalls. "We both wanted to be out in the water." (Woodman has said that he zeroed in on self-photography because it gave people like him the option to "go pro" — at least on film.)

The plan to make a wrist strap that would work with any of the waterproof cameras available at the time evolved into making the camera, too. The original, 2.5-by-3-inch version shot 35mm film. Woodman, with the ambition of building what amounted to a family business, debuted it at an action-sports trade show in 2004, basically targeting the surfer market.

This obviously limited vision had an accidental payoff: The ego-crazy extreme athlete — especially the weekend warrior hoping to document out-of-office bravery — craves the *very best* documentation of his or her exploits. Thus Woodman, who was basically an extreme version of his own ideal customer, sought and embraced every cutting-edge innovation in image capture he could find. New models, in rapid succession, incorporated digital stills, video, audio and every megapixel and memory upgrade the marketplace came up with.

One of these, crucially, was a 170-degree wide-angle lens, which has become the calling card of



**Credit Cards Now  
Offering 0% APR for 18  
Months.**  
CompareCards.com

## Latest Slideshows

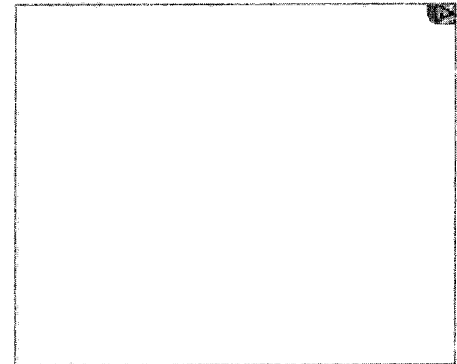
Venezuela's  
'skyscraper  
slum'

Photos of the  
day - April 2,  
2014

Blast kills  
several at  
Afghan Interior  
Ministry co ...

Blasts hit area  
outside Cairo  
University

Magnitude-8.2  
quake hits  
northern Chile



## Yahoo News Originals

Venezuela's 'skyscraper slum' (gallery)

Looking skyward, for the first time, with fear

Driver pulled from fiery SUV crash by police, good Samaritans

As Mideast deal falters, Pollard's handler says spy should have been traded months ago

Photos of the day - April 2, 2014 (gallery)

Blast kills several at Afghan Interior Ministry compound (gallery)

the GoPro video and which was a solution to a purely practical problem. An "insanely wide-angle lens" on a camera, clipped to the front of his shortboard, was the only way Woodman could get a satisfying capture of his full self in action. "Otherwise I'm documenting my knees," Woodman says.

This resulted, intentionally or incidentally, in two of four keys to GoPro's success. One is the now-familiar wide-angle aesthetic. Second is the idea that GoPro isn't just a device, or a simple camera; it's a *system*, a method. The camera company is also an accessory company and mount company: It offers about 20 different mounts today, a whole ecosystem of products.

Of course, that didn't fully kick in until the third element of the GoPro formula emerged: Woodman realizing he could sell to nonsurfers. Evidently the epiphany was a result of his taking up a new hobby: racecar driving. Turns out a GoPro rigged to the roll bar collects some pretty awesome imagery. Thus began that proliferation of mounts and accessories, in lockstep with constant new iterations of the flagship camera.

All this meshed nicely with the fourth element, which was the rise of YouTube. Self-documentation became America's (if not the world's) pastime, and there was GoPro, churning out sturdy devices that could make broadcast-quality captures of our various "extreme" activities. Film and TV professionals started using the camera, too, along with the military, surgeons, dog-owners, lawnmower racers and countless others who wanted to record themselves according to the awe-inspiring standards of a Hollywood blockbuster.

By amassing a string of niche audiences, then, GoPro was able to go mainstream.

\*

In late 2012, Foxconn Technology group bought an 8.9 percent stake in Woodman's company, giving it a valuation of \$2.25 billion. GoPro's engineering team had grown from 20 or so people to about 100, and it had just released the Hero 3 — the model it's updating with Tuesday's release. The goal for the 3+ line, as described by Director of Product Management Paul Osborne: adding functionality and shrinking the camera.

This is basically always the goal.

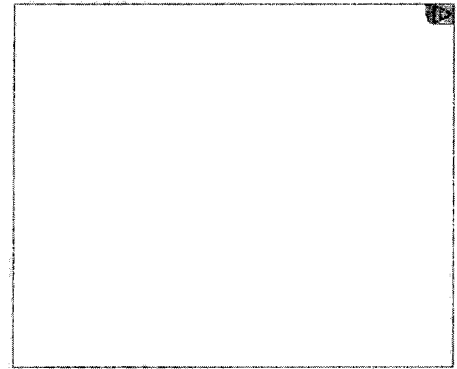
The new high-end Black Edition, priced around \$400, promises 30 percent better battery life, faster Wi-Fi uploads, improvements to image quality and a new "low light" mode that auto-adjusts frame rates in response to lighting conditions. There is also a new shooting mode dubbed SuperView that's basically a maximum aspect-ratio default option. The physical 3+ cameras are the same size as the Hero 3, but come with an updated waterproof housing that's 20 percent smaller and lighter.

Blasts hit area outside Cairo University (gallery)

Magnitude-8.2 quake hits northern Chile (gallery)

Cellphone Crasher Pranks It Forward to Feed Homeless

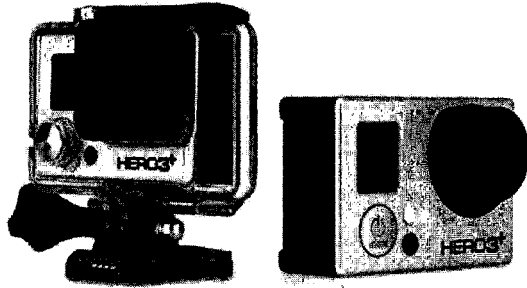
PSA Shows What A Mess 1500 People Texting and Walking Would Be



Follow Yahoo News

Yahoo - ABC News Network  
Help / Suggestions Privacy About Our Ads  
Terms





*The Hero 3+, from GoPro, in a promotional image.*

Also arriving: Similar upgrades to the cheaper Silver and White editions of the camera, and a head-strap mount, a jaws clamp, a new iteration on its chest mount designed for children. All of this, Osborne says, is designed to put the ruggedized device into as many contexts as its users can dream up.

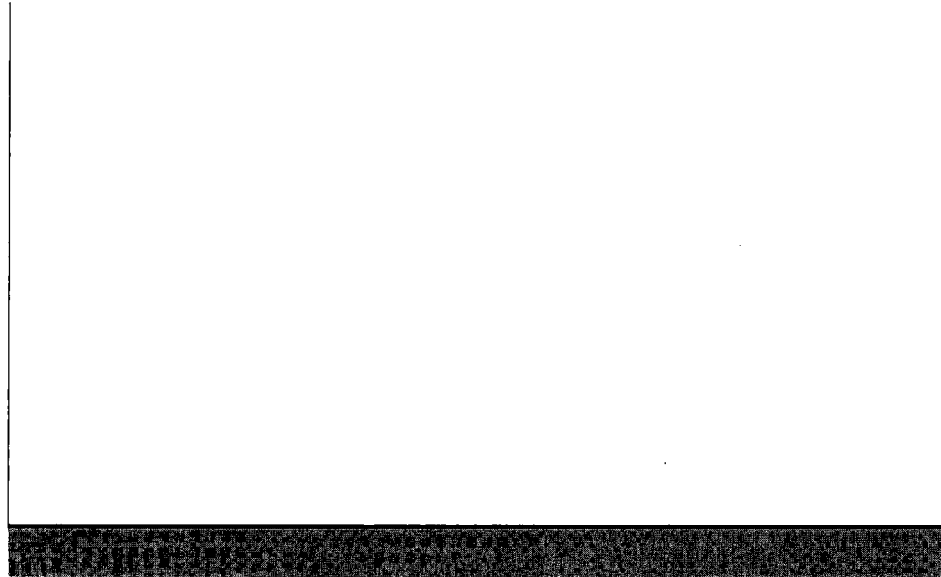
"People are doing all these creative things," he says, "and they want to capture them and show them off." GoPro, then, is trying to make it easy for users to take "full advantage of their GoPro moments."

That phrase, so clearly evocative of the once-familiar "Kodak moment," says a lot about GoPro's ambition, and yet the company is a long way from attaining the social status or cachet that Kodak enjoyed for generations. And then there are the competitors: Sony, Canon and a number of smaller and newer companies now offer rival (perhaps copycat) products; and who knows what camera-toting alternatives will emerge from the wearable-tech experiments of Samsung, Google and Apple?

Woodman waves all this away, of course. "I don't see other devices as a threat," he says, "because their use case is totally different." GoPro is for *proactive* moments, he maintains, frequently involving self-capture. A smartphone is for reactive, incidental captures. This syncs up with the popular theory that while the smartphone explosion has put a pretty good camera and camcorder in everyone's pocket, the phenomenon has actually increased the desire for cameras that are demonstrably *more* than pretty good.

But Woodman argues one step further: that GoPro imagery actually *heightens* reality. He pointed me to video of a pool party at his house: What sounds like the most banal subject in the world is transformed through a single Hero 3+, and a template in GoPro editing software, into an

amazing-looking event. Woodman says customers routinely report that in their GoPro captures, things seem to be happening faster, and more explosively, than in real life — making “an experience look better than it really was,” as he puts it. “Insanely immersive and engaging footage,” he concludes, means “people become addicted to your product — because you make them look insanely good.”



If our documentation-crazy culture makes images of practically everything now, it makes sense that we'd want superior documentation of life events that transcend airplane wings, sunsets and brunch. But that's a notion that's snuck up on us, just like GoPro did. We didn't know our lives could look so interesting, until we saw the high-definition footage, and understood: GoPro has better specs than reality itself.



> View Comments (68)



Share this

<http://news.yahoo.com/gopro-history-success-230730979.html?src=copy>



Recommended for You

#### Kremlin confirms Putin's divorce final

The Kremlin confirmed Wednesday that Russian President Vladimir Putin has finalised the divorce from his wife of 30 years Lyudmila following the couple's sudden split last summer. Putin's official biography, which described him as recently as March 27 as "Married. Wife

AFP

#### N. Korea leader warns of 'very grave' situation

North Korean leader Kim Jong-Un has warned of a "very grave" situation on the Korean peninsula, where a surge in military tensions has seen the two Koreas trade artillery fire and Pyongyang threaten a new nuclear test. In a meeting with top military leaders on

AFP

AdChoices

#### Are You a California Homeowner? Save Now!

Take a look at these refi rates and see why California Homeowners are rushing to take advantage of new mortgage rates! Start here and save \$1000s!

RateMarketplace Sponsored

#### Woman In Relationship Can't Resist Flirting With Other Men

DEAR ABBY: I have been with my current boyfriend for a year and a half and I love him dearly. However, I often find myself drawn to other guys who I know are nothing but trouble. It never goes further than simple

Dear Abby

#### Scandal! Why Didn't Obama Say Kathleen Sebelius's Name?

The White House held a press conference Tuesday to discuss Obamacare's enrollment numbers, but the biggest news may have been President Obama's alleged snubbing of Health Secretary Kathleen Sebelius. At least, that's what the White House press corps

The Atlantic Wire

#### Why Drake Dissed Jay Z

The Canadian child actor-turned-rapper loves moms, hugs, and sweaters and he knows how easy that is to make fun of. No matter, Drizzy's poised to eclipse the hip hop sphere.

The Daily Beast

### **Mexico takes out drug lords but violence persists**

Mexico's government has taken down almost the entire leadership of one of the country's most vicious drug cartels, but it can barely savor victory amid rising violence around the capital. With the killing of Knights Templar gang leader Enrique "Kike" Plancarte on

AFP

### **Australia's top court recognises 'neutral' third gender**

Australia's highest court on Wednesday recognised the existence of a third "non-specific" gender that is neither male nor female, in a landmark ruling campaigners said will help end years of discrimination. The High Court ruled that not everyone should be forced to identify

AFP

### **Venezuela's 'skyscraper slum' (21 photos)**

The Tower of David skyscraper boasts a helicopter landing pad, glorious views of the Avila mountain range, and large balconies for weekend barbecues. Yet a 45-storey skyscraper

Yahoo News



AdChoices

### **2014 - Best Way to Cut Your Auto Insurance Bill**

No DUI? Drive less than 100 miles a day? You qualify for the lowest possible insurance rates offered in the U.S. Compare up to 4 quotes in minutes.

Auto Insurance Discounts Sponsored

### **California's \$425M Powerball winner comes forward**

SAN FRANCISCO (AP) — The sole winner of February's \$425 million Powerball jackpot came forward to claim his prize Tuesday.

Associated Press

### **Poll: Nationwide marijuana legalization inevitable**

DENVER (AP) — Nationwide marijuana legalization seems inevitable to three-fourths of Americans, whether they support it or not, according to a new poll out Wednesday.

Associated Press

### **Ukraine agrees to host NATO war games**

Ukraine's parliament on Tuesday approved a series of joint military exercises with NATO countries that would put US troops in direct proximity to Russian forces in the annexed Crimea peninsula. "This is a good opportunity to develop our armed forces," acting

AFP

### **Experts Claim They've Found the Holy Grail in Spanish Basilica**

It's been a Hollywood staple as well as a 2,000-year-old mystery. What happened to the

elusive Holy Grail, the cup Jesus used at the Last Supper? But now, two historians have come forward saying the jewel-encrusted goblet has been inside the San Isidoro

ABC News

### **Kindergartner praying at lunch says teacher told her, 'You're not allowed to pray'**

An Oviedo, Florida family was shocked after they heard their 5-year-old daughter's account of an incident at the girl's school during lunch.

Odd News

### **Serena Williams stunned by unseeded Cepelova at WTA Charleston**

Charleston (United States) (AFP) - World number one Serena Williams crashed out of the WTA Tour's Family Circle Cup on Tuesday, losing her opening match in straight sets to AFP

AdChoices 

### **New Site Grants Access to Anyone's Public Record**

Did you know that your record in online and anyone can see it? Search through millions of public records and see what you can find.

Instant Checkmate Sponsored

### **CBS comedy 'How I Met Your Mother' ends**

NEW YORK (AP) — In its 208th and final episode on Monday, the CBS comedy "How I Met Your Mother" finally revealed the mystery contained in its title and then ended with a twist designed to reward longtime fans.

Associated Press

### **8.2-magnitude earthquake strikes near Chile, triggers tsunami**

Reuters Videos

### **Malaysian police: Jet mystery may never be solved**

KUALA LUMPUR, Malaysia (AP) — A police investigation may never determine the reason why the Malaysia Airlines jetliner disappeared, and search planes scouring the Indian Ocean for any sign of its wreckage aren't certain to find anything either, officials said

Associated Press

### **Move Over, Reince. John Roberts Might Be Assuring Far More Elections for the GOP**

For all of the focus placed on how the Republican National Committee is improving its data tools and reaching out to voters, the most significant recent decisions that will help

The Atlantic Wire

### **Michigan Woman Assaulted After Her Same-Sex Wedding Was**

### Featured on the News

An unnamed Michigan woman who took part in one of the state's first same-sex marriages was beaten unconscious on Monday, after her attackers allegedly recognized  
The Atlantic Wire

### Prom dress shopping perilous for plus-size girls

NEW YORK (AP) — Maria Giorno has nothing against long gowns with high waists and flowing fabric — dresses that are designed to camouflage curves on plus-size women.  
Associated Press

AdChoices

### Are you a fan of A&E's 'Flip this House'?

Join us for Than Merrill's, the star of A&E's 'Flip this House,' free 2 hour training event in the San Francisco area. Register before seats are gone!  
Fortune Builders Sponsored

---

[Load more stories](#)

---

## Mortgage Rates Hit 2.78% APR Select Amount:

\$125k	\$135k	\$145k	\$155k	\$165k	\$175k	\$185k	\$195k	\$205k	\$215k	\$225k	\$235k	\$245k	\$255k	\$265k	\$275k
\$285k	\$295k	\$305k	\$315k	\$325k	\$335k	\$345k	\$355k	\$365k	\$375k	\$385k	\$395k	\$405k	\$415k	\$425k	\$435k

\*Terms and Conditions Apply [LendingTree](#)

## How they shot 'Superman With a GoPro'

By Dylan Stableford, Yahoo

News

March 19, 2014 11:46 AM

Yahoo News



The filmmakers who shot the awesome "Superman With a GoPro" video that went instantly viral this week are sharing how they did it.

Corridor Digital, the Los Angeles-based studio behind the film, used a radio-controlled drone — the DroneFly Phantom 2 quadcopter, outfitted with a GoPro camera, video transmitter and built-in GPS — to capture the footage of zipping around the skies above L.A., later adding the superhero's outstretched arms in postproduction.

"We're going as slow and as smooth as we can," Corridor Digital's Niko Pueringer explained in a behind-the-scenes video. "Later in post, we're speeding it all up, stabilizing it and giving it that Superman look."

"We're trying to get cool shots with this drone," Corridor Digital's Sam Gorski continued. "That's the whole point of this video — Superman flying in cool places."

One challenge for the filmmakers: mixing drone and live-action footage.

The pair had to find relatively unpopulated areas to fly the drone so that when the footage was sped up, cars and people on the ground would not appear cartoon-fast.

For the actual ground shots, the filmmakers had an actor wear a GoPro, then fly the quadcopter from there. "A little of the jiggle of the GoPro would cover up the cut point," Pueringer said.

Another challenge: the range of the video transmitter.

"The actual range on the drone is, like, super far, and it's even further than the video transmitter," Gorski said. "So we're always needing to find that middle ground between how far the drone actually can fly versus how far we can see it."

Taylor Chien, the maker of the DroneFly quadcopter, helped fly the drone. The filmmakers also used real

## Top Stories



Looking skyward, for the first time, with fear



Newtown gunman's neighbors want his house torn down ...



Stolen masterpieces worth \$50M found in Italian auto ...



## Videos For You



02:39

California's \$425M Powerball Winner Revealed



01:11

Malaysian investigation rules out passengers, focuses ...



Today in History for April 2 01:34



00:42

Australia says search for missing Malaysia plane MH370 ...



Search for Flight 370 Continues 02:32

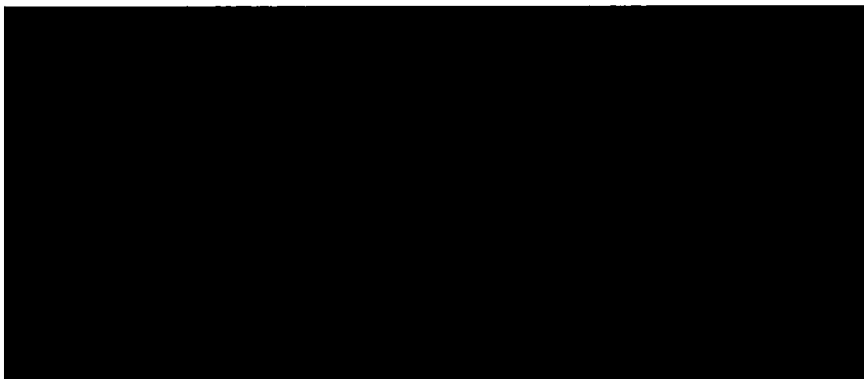
Sponsored

AdChoices

actors — Will Sterling as Superman, Karin Lee as the damsel in distress and assorted "criminals" — to complete the short film.

Since it was posted on YouTube Tuesday, the three-minute video has racked up more than 5 million views.

**Related video:**



[View Comments \(33\)](#)

Share this

[http://news.yahoo.com/superman-gopro-video-154650211.html?oc\\_src=copy](http://news.yahoo.com/superman-gopro-video-154650211.html?oc_src=copy)



Recommended for You



#### Kremlin confirms Putin's divorce final

The Kremlin confirmed Wednesday that Russian President Vladimir Putin has finalised the divorce from his wife of 30 years Lyudmila following the couple's sudden split last summer. Putin's official biography, which described him as recently as March 27 as "Married. Wife Lyudmila Aleksandrovna..."  
AFP

#### Mexico takes out drug lords but violence persists

Mexico's government has taken down almost the entire leadership of one of the country's most vicious drug cartels, but it can barely savor victory amid rising violence around the capital. With the killing of Knights Templar gang leader Enrique "Kike" Plancarte on Monday, authorities have now...  
AFP

#### Are You a California Homeowner? Save Now!

Take a look at these refi rates and see why California Homeowners are rushing to take advantage of new mortgage rates! Start here and save \$1000s!  
RateMarketplace Sponsored

AdChoices

#### Woman In Relationship Can't Resist Flirting With Other Men

DEAR ABBY: I have been with my current boyfriend for a year and a half and I love him dearly. However, I often find myself drawn to other guys who I know are nothing but trouble. It never goes further than simple flirting, but I still feel  
Dear Abby

#### N. Korea leader warns of 'very grave' situation



**Lumosity Brain Training Games**  
Lumosity

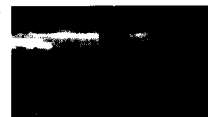


**PCH Winner Could Take Home \$7,000 a Week for Life**  
Publishers Clearing House



**\$250,000 of Term Life Coverage for \$14/mo**  
AIG Direct

#### Latest Slideshows



Venezuela's 'skyscraper slum'



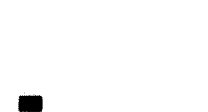
Photos of the day - April 2, 2014



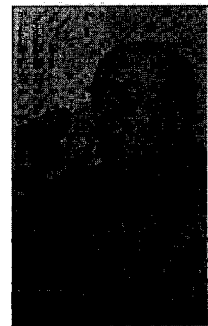
Blast kills several at Afghan Interior Ministry co ...



Blasts hit area outside Cairo University



Magnitude-8.2 quake hits northern Chile



#### Do-It-Yourself Testosterone Tricks

American Health Breakthrough  
Researchers in Boston have found a natural way to boost testosterone. Try this weird trick and take your performance to the next level.

[Learn More »](#)

Force Factor

#### Yahoo News Originals

Venezuela's 'skyscraper slum' (gallery)

Looking skyward, for the first time, with fear

Driver pulled from fiery SUV crash by police, good Samaritans

As Mideast deal falters, Pollard's handler says spy should have been



Businessweek.com

## BloombergBusinessweek Companies & Industries



Search

Like

Follow @BW

Global  
Economics

Companies &  
Industries

Politics & Policy

Technology

Markets &  
Finance

Innovation &  
Design

Lifestyle

Business  
Schools

Small Business

Video &  
Multimedia

### Bloomberg Markets

Get the inside view of the  
Global Financial Markets



- > Free iPad® app
- > Free bonus issue
- > Free year of Bloomberg Pursuits,  
our luxury lifestyle quarterly

SUBSCRIBE  
NOW!

Personal Technology

## Can GoPro Take an IPO Plunge With Basically One Camera?

By Kyle Stock | February 07, 2014



SEND TO Kindle



Photograph by GoPro via AP Photo

GoPro, the maker of hands-free video cameras that can be attached to helmets, sports equipment, pets, or any object in motion, revealed Friday that it's thinking about jumping into the stock market with an initial public offering.

In a brief statement, the company said it had filed confidential IPO paperwork with

### Most Popular

Feed

Read

Shared

Discussed

Feedback

Fiat's 'Baby Jeep' Strategy Pays Off

The Navy's Newest Destroyer Is a Drone

What Michael Lewis Gets Wrong About High-Frequency Trading

NRA Does Victory Dance Over the Woes of a California Gun Foe

The Fame-Ready Cast of the Michael Lewis Publicity Blitz

Subscribe to our *daily* Newsletter Sample copy

Enter Your Email

I'm in

### SPECIAL ONLINE OFFER



Bloomberg  
Businessweek

SAVE  
89%!

SUBSCRIBE NOW

### Companies Mentioned

the Securities and Exchange Commission, a way to gauge investor interest without showing all its tricks to potential investors and competitors. The timing, on the eve of the Winter Olympics, sure seems auspicious. A lot of IPO investors—creaky-jointed folks who run college endowments and pension funds—probably don't spend much time on the action-sports blogs where GoPro footage is ubiquitous. But everyone watches the Olympics, at least a little bit, and over the next few weeks, high-definition footage of world-class athletes doing amazing feats will be practically inescapable. Olympic fever might just help it seem even more exiting to invest in the leading manufacturer of small cameras designed to be strapped to these athletes.

GoPro most definitely has growth. In 2012 it was poised to take in about \$600 million, and the company estimated that it approached \$1 billion in sales last year. The big question is whether that growth is sustainable given that the entire business essentially rests on a single product.

### STORY: GoPro's Nick Woodman on Early Signs of Success

To command Wall Street capital, GoPro will have to convince investors it can keep drastically improving its bread-and-butter camera so existing fans will be likelier to buy newer models, and it will need to widen its ecosystem of ancillary gadgets: batteries, protective cases, attachments, etc. GoPro will probably also have to prove it can become a company that has some gravity, a way to lock customers into its products something like the way Apple (AAPL) did with iTunes.

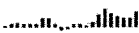
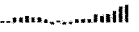
At the moment, the major things keeping GoPro in business are a tide of marketing dollars and a lack of comparable cameras. A major rival in the point-of-view camera competition, Contour, suffered major setbacks last year. But smartphone videos sharpen by the day, and Sony (SNE) has released a lauded point-of-view camera of its own.

GoPro has tried to make its customers a bit stickier with a free app and video-editing software, but the format is by no means proprietary. The *New York Times* pointed out recently that GoPro hopes to become an adrenaline-fueled media company, following the template established by Red Bull in expanding from energy drinks to action-packed videos and media events. Red Bull now has its own TV station and an endless family of events that make for good video, from air races and cliff-diving competitions to downhill ice skating.

### VIDEO: GoPro Founder: Out of the Office, on the Race Track

That model wouldn't be a huge stretch for GoPro. It already has a long list of athletes on its sponsorship roster and a trove of "some of the best short-form content out there," as GoPro founder and Chief Executive Nick Woodman told the *Times*. Virgin America has added an extended segment of GoPro footage to some of its in-flight entertainment.

Of course, if it does gather more media clout, GoPro will face another challenge that many much bigger, more established tech companies are struggling with: selling

<b>AAPL</b> (Apple Inc)						
<b>\$542.16</b>	<b>0.51</b>	<b>0.09%</b>				
USD						
<b>SNE</b> (Sony Corp)						
<b>\$19.3</b>	<b>-0.14</b>	<b>-0.73%</b>				
USD						

Market data is delayed at least 15 minutes.

## BloombergBusinessweek

**How to Fix Africa's Access to Credit Problem**



**Venezuelan Protests Turn Violent**



**What a Tigerless Masters Means for CBS**



**Six Dead in Chile's 8.2 Earthquake**



**How Alaska and Wyoming Make People From Elsewhere Pay Their Taxes**



**Is Cap'n Crunch Staring Straight Into Your Child's Soul?**



**Notorious Former Coal Chief Makes His Case for Vindication**



**Atlanta's Still the World's Busiest Airport—but Maybe Not for Long**



**Supreme Court Does Away With a Major Restriction on Big-Spending Campaign Donors**



**Why GM's Recall Mess Might Not Scare Away New Customers**



ads.



Stock is an associate editor for Businessweek.com. Twitter: @kylestock



## From The Web

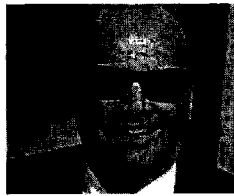
Sponsored Content by Taboola by Taboola



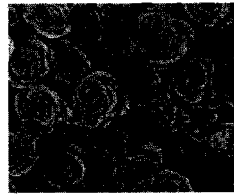
**'Warren Buffett Indicator' Signals Collapse in Stock**  
Moneynews



**88 Year Old Yoga Teacher Shares Her Secret To Never En...**  
Health 1st



**5 Richest Oscar Winning Actors**  
Bankrate



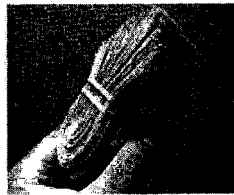
**Maxim's lazy man gift guide**  
The Bouqs



**Millennials Are Drinking So Much Wine They're**  
The Huffington Post



**Wildly Expensive Athlete Divorces**  
ThePostGame



**7 Things To Sell On eBay For A Nice Profit**  
Stayathome.com



**20 Regional Chains We Wish Would Go National**  
Zagat

## More From The Web

- **'Warren Buffett Indicator' Signals Collapse in Stock Market** (Moneynews)
- **Little Known Way to Pay Off Mortgage** (One Smart Penny)
- **4 Places You Should Avoid Using Your Credit Card** (Bankrate)
- **5 Times Philip Seymour Hoffman Was Better Than the Movie** (PEOPLE.com)
- **8 Most Useless Workouts Ever** (WorkoutPlan)

## From Businessweek

- **Norwegian Man Tattoo's McDonald's Receipt on Arm**
- **The Big Bad Private Jet Every Billionaire Wants**
- **Microsoft Finally Embracing What Users Want: Kanji**
- **What Products Are in Apple's Pipeline?**
- **Microsoft Built a Moat Around Windows: Wolf**



LIMITED-TIME OFFER SUBSCRIBE NOW

5  
Comments

Businessweek.com

d Login ▾



## Ads by Google

### Best CD Rates

Open a 2 Year Achiever CD at 1.20% APY. Member FDIC. Apply Now!  
www.bankoncit.com/cd

### Marriott® Workspace

Need a Place to Meet? Workspace on Demand by Marriott®. Avail Near You  
workspaceondemand.marriott.com

### 10 Best Credit Cards

Compare Credit Cards with 0% APR. Lock-in 0% APR for 18 Months Today!  
www.comparecards.com

**Award winning trading platform from CitiFX Pro – Free Trial (CitiFX Pro)**

**The guide that will help you understand technical analysis (RJO Futures)**

**Struggling to Stay Profitable? Copy the top Currensee Trade Leaders. (Currensee)**

**Alan Bush discusses why Stock Index Futures will rally into 2014 (ADM Investor Services)**

**Award winning trading platform from CitiFX Pro – Free Trial (CitiFX Pro)**

## Industries Jobs

Post a Job

**Program Officer, Gates Fellows Program Job**  
Bill and Melinda Gates Foundation | Seattle, WA  
Posted: Mar 14

**Research Analyst, Performance-based Investing**  
Allstate Insurance | Northbrook, IL  
Posted: Mar 13

**Investment Banking Associate**  
Duff & Phelps | Palo Alto, CA  
Posted: Oct 22

**Director, Institutional Asset Management Business Development – APAC**  
Tiaa-cref | San Francisco, CA  
Posted: Apr 02

**PwC Corporate Finance LLC Associate (Investment Banking)**  
PwC | Chicago, IL  
Posted: Oct 03

View all Industries Jobs

See profiles

Sort by  
Best

Share ☐ Favorite ☐



Join the discussion...

**Bloomberg Businessweek special reports offer valuable perspectives and analysis. Visit today to join an important business conversation.**



**pmac** · 2 months ago

Why would go pro struggle with selling ads? They're a hardware business. Delete the last couple sentences.

2 | ☐ · Reply · Share ›



**Wilma Moe** · a month ago

One camera isn't going to be enough. GoPro may need more than that.

toothache pain  
relief

| ☐ · Reply · Share ›



**lotusbaba** · 2 months ago

Make a phone now

| ☐ · Reply · Share ›

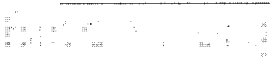


**Guest** · 2 months ago

I think we've learned in the last few years that camera technology has become a cheap commodity. Any profits now are going to dwindle rapidly. Remember the company that made the handheld video cameras? I can't even remember the name. They were huge and then got acquired by Cisco maybe and then profits dropped so quickly Cisco shut it down

Social

- Follow us on Twitter
- Join us on Facebook
- Connect with us on LinkedIn
- Subscribe to Bloomberg Businessweek



Links

- Our Company
- News Mission
- Advertising
- Careers
- Content Licensing
- Feedback
- Custom Publishing
- Manage Subscription
- Mobile
- Newsletters
- Privacy Policy
- Reprints & Permissions
- Sitemap
- Terms of Use
- [+] Rate This Page

Get Businessweek  
Delivered



The Design  
Issue

SUBSCRIBE



Businessweek.com

# BloombergBusinessweek Technology



Search

Like Follow @BW

Global Economics Companies & Industries Politics & Policy Technology Markets & Finance Innovation & Design Lifestyle Business Schools Small Business Video & Multimedia



## Features

# GoPro Goes Big as a Hybrid Media Company/Videocam Maker

By Bill Gifford | March 13, 2014

f t in s e SEND TO kindle



Photograph by Joan Bonet, Courtesy of GoPro

A few days after Thanksgiving, a friend tagged James Kenison in a Facebook (FB) post that he couldn't forget: It was a photo of a deer stranded on frozen Albert Lea Lake, in southeastern Minnesota. The deer and two others had been out in subfreezing weather for at least two days, in full view of traffic on I-35, as an online debate raged over their fate. The "Just shoot 'em!" crowd was losing to the "Please

## Most Popular

Feed

Read

Shared

Discussed

Feedback

Fiat's 'Baby Jeep' Strategy Pays Off

NRA Does Victory Dance Over the Woes of a California Gun Foe

What Michael Lewis Gets Wrong About High-Frequency Trading

American Cities Are Haunted by Too Many Parking Spaces

The Man Who Wants to Buy the Biggest U.S. Gun Maker Doesn't Own a Gun

Subscribe to our *daily* Newsletter Sample copy

Enter Your Email

I'm in

*The Internet of Everything  
is changing everything.  
Is your network ready?*

**CISCO**  
TOMORROW starts here.

## Companies Mentioned

save them!" crowd, but how exactly could they be saved? The ice was too thin for emergency vehicles or snowmobiles, and the local authorities were unresponsive, despite TV news stories about their plight.

Kenison, 39, a K-9 police officer in nearby Rochester, had an idea. His hobby happens to be hovercrafting—riding around in propeller-driven boats that float 6 inches or so above the ground or water (or ice) on a cushion of air. The next day, Kenison and his father, Doug, hauled two hovercraft to the lake and set off across the ice. "We expected the worst," Kenison says. "We were prepared, if we had to put them down."

When they reached the deer, though, they were relieved to find that the animals were merely stranded, their hooves affording no traction on the glassy ice. After some debate, they attached a nylon tow rope to the first doe's front legs and tried to drag her across the ice. It worked. "C'mon, Bambi!" Kenison whooped as he towed the first rescuee to shore. "You're going for a ride!"

### STORY: Can GoPro Take an IPO Plunge With Basically One Camera?



Courtesy of GoPro

Kenison and his father managed to save all three deer, but that wasn't the end of it, because Kenison filmed the whole thing with a GoPro strapped to his head. The GoPro is a tiny, wearable camera, often used by skiers and surfers, that captures and produces high-quality video. They're cheap, starting at \$200, and Kenison uses them to record his hovercraft

explorations and make videos for customers he takes out for rides in the summer. He edited the video quickly and posted it on Facebook, "just to show the people who were concerned that you can stop worrying now."

Tina Marchman, a GoPro employee whose job entails trawling Facebook for videos filmed with the company's cameras, spotted his deer story. She reached out to Kenison and asked him to send in his raw footage, which he gladly did. A few weeks later, in early February, GoPro posted an edited version of the hovercraft deer rescue on its own dedicated YouTube (GOOG) channel, and it quickly spread, well beyond sleepy Minnesota lake country; within four weeks, it had 3.3 million views and counting.

That was nice for Kenison, who received some free camera mounts and accessories as a thank-you from GoPro. But the short video also illustrates how San Mateo (Calif.)-based GoPro is evolving into an unconventional media company. Kenison's footage had been cut down and edited by a 20-person department within GoPro (which has 700 employees total) that is devoted to shaping and redistributing user-generated content. Every day they upload a "Video of the Day," which may be from an athlete such as Olympic gold medal skier Ted Ligety or from an ordinary user

**FB** (Facebook Inc)

\$62.62 2.38 3.8% .....  
USD

**GOOG** (Google Inc)

\$1134.89 20.38 1.8% .....  
USD

Market data is delayed at least 15 minutes.

## BloombergBusinessweek

**What Is High-Frequency Trading's Global Impact?**



**Will Russia Target Europe's Energy Supply?**



**Putin Can't Survive Without Revenues: Friedman**



**The Navy's Newest Destroyer Is a Drone**



**Jones Soda Tries to Recapture Its Long-Lost Sales Fizz**



**The Surprising Reason We Pay for a Stranger's Coffee**



**American 15-Year-Olds Are Pretty Good at Solving Problems**



**Europe Moves to Make Drug Trial Data More Transparent**



**The Fame-Ready Cast of the Michael Lewis Publicity Blitz**



**The One Important Thing GM CEO Mary Barra Told Congress**



such as Kenison. Either way, they edit the footage, add a hip soundtrack, slap a GoPro logo onto the beginning and the end, and boom! Free GoPro ad.

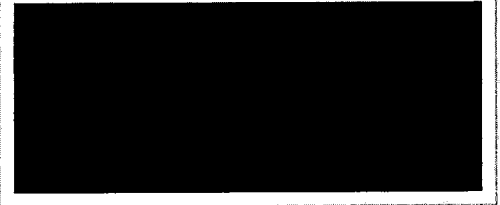
## STORY: GoPro's Nick Woodman on Early Signs of Success

Since March 2009, more than 620 GoPro-posted videos have attracted 440 million-plus views, according to YouTube spokesman Matt McLernon. GoPro's own channel ranks in the top 350 on YouTube, and the company's customers are even more prolific. The number of videos with "GoPro" in the title has grown so much—60 percent from 2012 to 2013—that watching 2013's crop alone would take you 2.8 years. "It's not about hardware anymore; it's about software and experiences," says Christopher Chute, the research director at market-research company IDC. "And I think that's been GoPro's vision from the get-go."

## VIDEO: The Most Extreme GoPro Video Ever?

That vision became more concrete in late January, when the company announced the Xbox OneGuide channel featuring GoPro videos. The channel, a pilot version of which is already available on Virgin America flights, will feature curated content, and users will be able to purchase GoPro products directly online. "GoPro is a content-driven company," Chief Executive Officer Nicholas Woodman declared at the time. And while that may have sounded odd for an outfit that depends on selling widgets for its bottom line, it's the content that has observers buzzing about an initial public offering, announced on Feb. 9.

## STORY: GoPro Widens the View of Its Customer Base



### Ads by Google

#### Marriott® Workspace

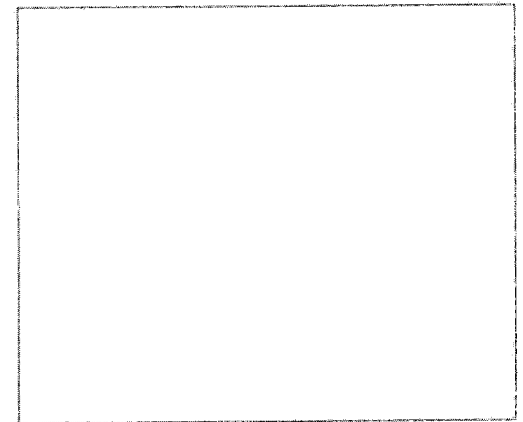
Book Workspace By the Hour or Day at Marriott®.  
Whenever you Need It.  
[workspaceondemand.marriott.com](http://workspaceondemand.marriott.com)

#### Scottrade® Broker

\$7 Online Trades. Clear Pricing. Enjoy A Wealth Of Free Services.  
[www.scottrade.com](http://www.scottrade.com)

#### 10 Best Credit Cards

Compare Credit Cards with 0% APR. Lock-in 0% APR for 18 Months Today!  
[www.comparecards.com](http://www.comparecards.com)



### Sponsored Links



#### Try SurveyMonkey for FREE

Trusted by 99% of the Fortune 500. Make better decisions.



#### Earn an IT Degree-100% Online

Add Career-Building IT Credentials to Your Resume With Florida Tech - 100% Online. No App fee!



#### Add IT Credentials - 100% Online

Gain knowledge to enable you to compete for greater job opportunities from Florida Tech-100% Online.



#### 7 In-Demand IT Degrees - 100% Online!

Earn a Florida Tech IT degree with 24/7 convenience. No app fee, GRE or GMAT!



#### Stop faxing with paper!

Send and receive faxes via email, your Web browser or with the eFax mobile app.

« previous

1 2 3 4

next »



Buy a link now!

Gifford is a *Bloomberg Businessweek* contributor.



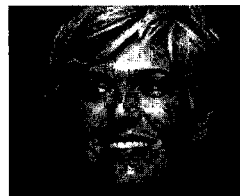
**Businessweek.com is focused on action.**  
**Visit Businessweek's Technology section**  
**for breaking news and market**  
**information.**

## From The Web

Sponsored Content by Taboola by Taboola



**'Warren Buffett Indicator' Signals Collapse in Stock**  
Moneynews



**88 Year Old Yoga Teacher Shares Her Secret To Never En...**  
Health 1st



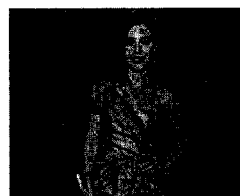
**20 Regional Chains We Wish Would Go National**  
Zagat



**9 Exercises You Must Do If You Want To Lose Weight**  
My Diet



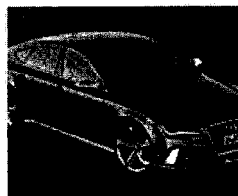
**5 Richest Oscar Winning Actors**  
Bankrate



**Jessica Biel's Wedding Dress: Get The Look**  
Brides.com



**9 Celebrities That Went Broke**  
AARP



**10 Exciting New Cars for 2014**  
InsiderCarNews.com

## More From The Web

- **'Warren Buffett Indicator' Signals Collapse in Stock Market** (Moneynews)
- **U.S. Economy Headed For Largest Crash Since Great Depression** (Money Morning)
- **4 Places You Should Avoid Using Your Credit Card** (Bankrate)
- **8 Awesome Discontinued Cars That We Want Back** (Wall St. Cheat Sheet)
- **Millennials Are Drinking So Much Wine They're Changing How I...** (The Huffington Post)

## From Businessweek

- **The Big Bad Private Jet Every Billionaire Wants**
- **Selling Boats to Billionaires Undercover in Florida**
- **Ex-McDonald's Managers Say They Withheld Wages**
- **Bikini Bootcamp Highlights Wellness Travel Demand**
- **Why 'Candy Crush' Maker Was Crushed in IPO**



**LIMITED-TIME OFFER SUBSCRIBE NOW**

0  
Comments

Businessweek.com

d Login ▾

Sort by  
Best ▾


Share ☐ Favorite ☐



Start the discussion...

Be the first to comment.

## Social

-  Follow us on Twitter
-  Join us on Facebook
-  Connect with us on LinkedIn
-  Subscribe to Bloomberg Businessweek



## Links

- Our Company
- News Mission
- Advertising
- Careers
- Content Licensing
- Feedback
- Custom Publishing
- Manage Subscription
- Mobile
- Newsletters
- Privacy Policy
- Reprints & Permissions
- Sitemap
- Terms of Use
- [+] Rate This Page

## Get Businessweek Delivered



The Design  
Issue

SUBSCRIBE

Today, we reinvent it.

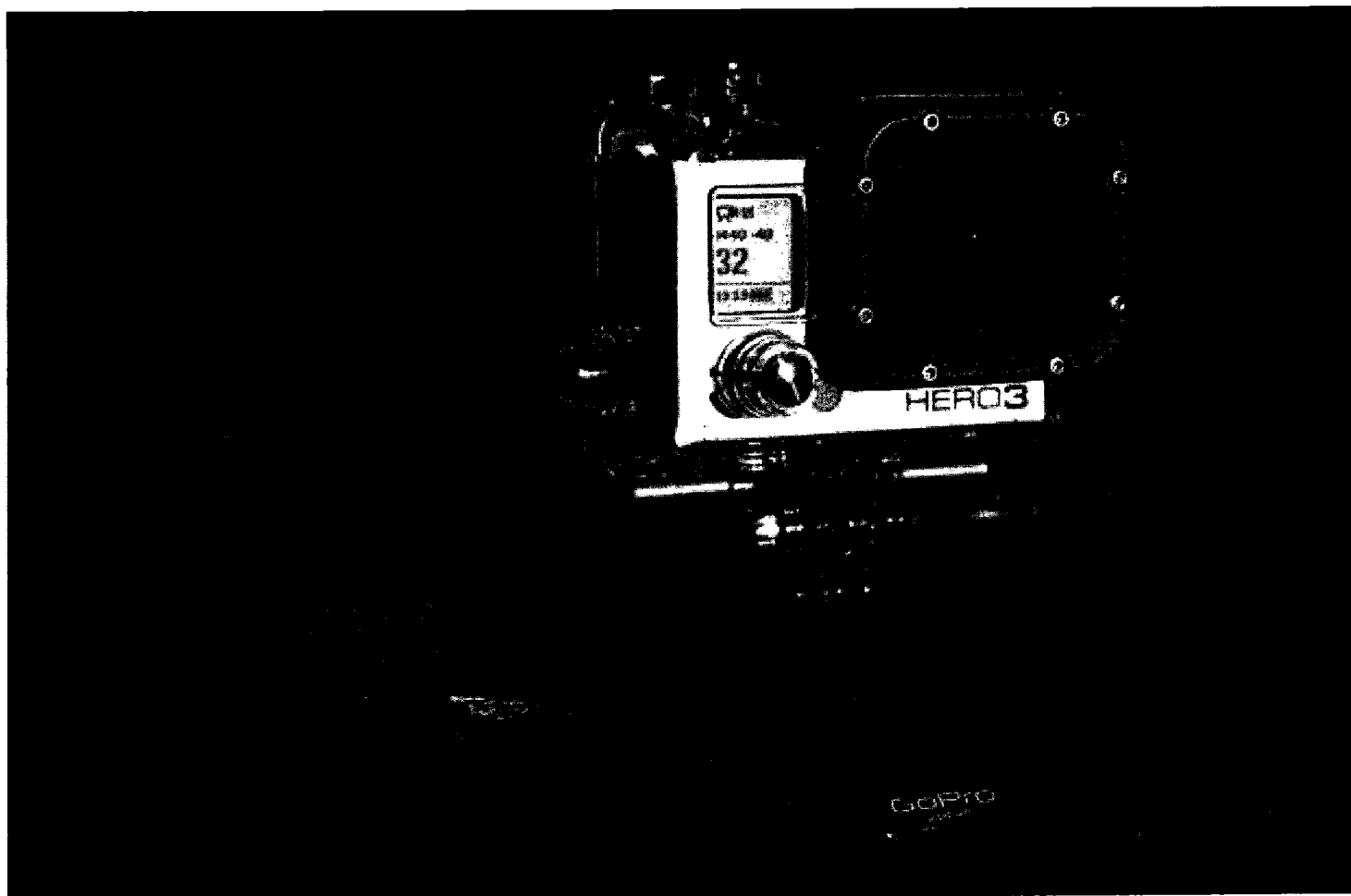
American Airlines

★ **HAPPENING NOW:** Microsoft's Windows Phone 8.1 event liveblog

# GoPro Hero3 Black Edition review: taking action cam quality to the next level

BY MICHAEL GORMAN [@NUMESON](#)  
JANUARY 4TH 2013, AT 2:00:00 PM ET

72



GoPro's lineup of mount-anywhere cameras has been dazzling extreme sports enthusiasts for years. The original HD Hero first delivered stills and wide-angle HD video in 2009, and those capabilities improved with a

**MORE INFO**

GoPro's new Hero3 is lighter,

higher-res sensor, faster burst mode and a wider field of view in the Hero2. Now, GoPro has rolled out the Hero3, which packs even greater performance (up to 4K video!) in a cube that's almost a full centimeter thinner than its predecessors.

What kind of powerful imaging gear did the company boffins shove in that diminutive package? Just how pro do videos from the new GoPro look? To find out, we took a Hero3 up in a jet, strapped it to the roof of a car and recorded a base jump out of a hot air balloon (from the safety of the basket, of course). Join us after the break to see the results and find out how we got along filming with the Hero3.

faster, higher res and has WiFi, comes in three flavors starting at \$199

GoPro Hero3 action camera hands-on

GoPro lets all Hero3 owners in on iOS, Android fun with updated app, firmware

GoPro HD Hero3 Black Edition



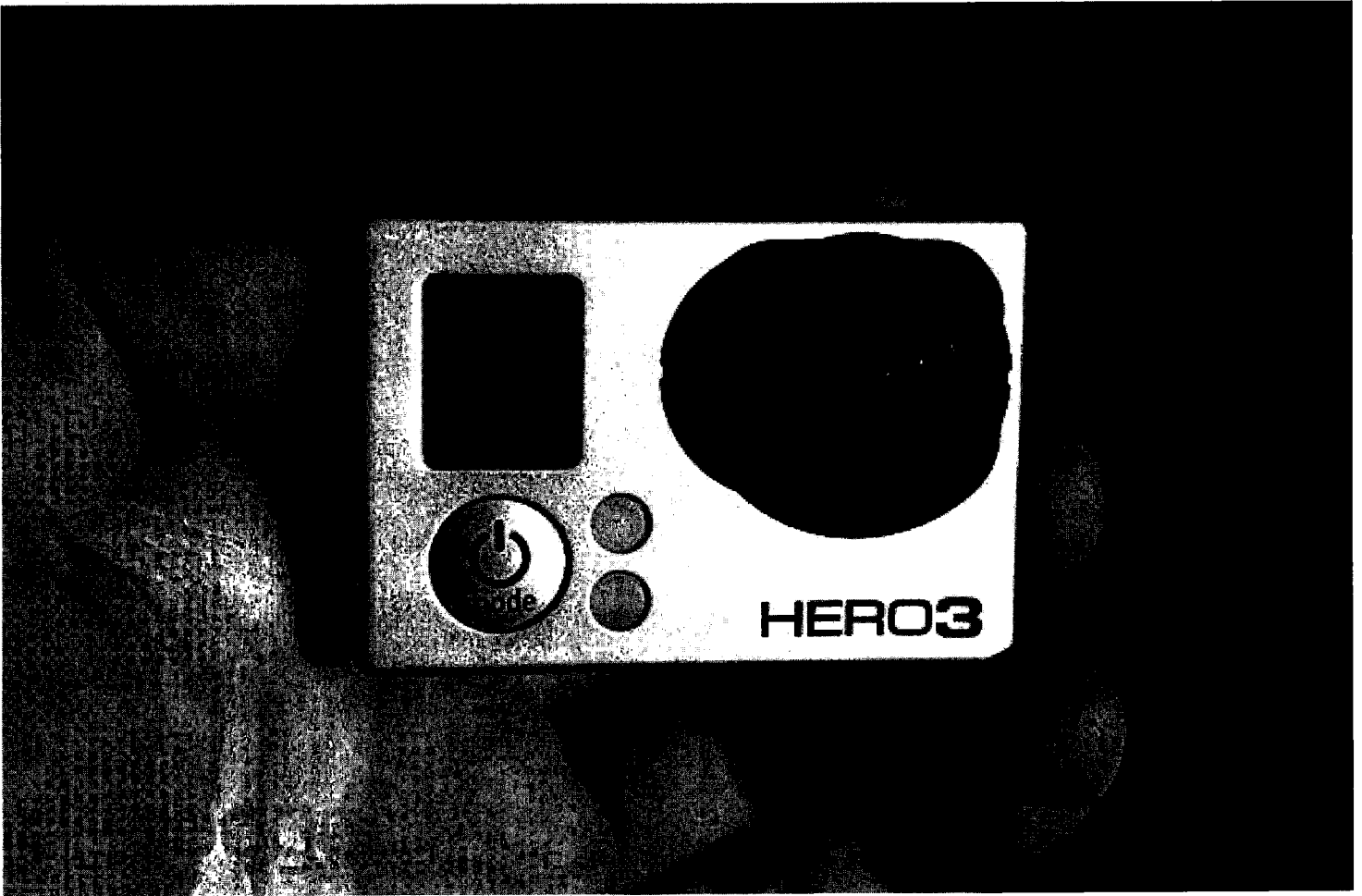
[See all photos](#)

56 Photos

## HARDWARE

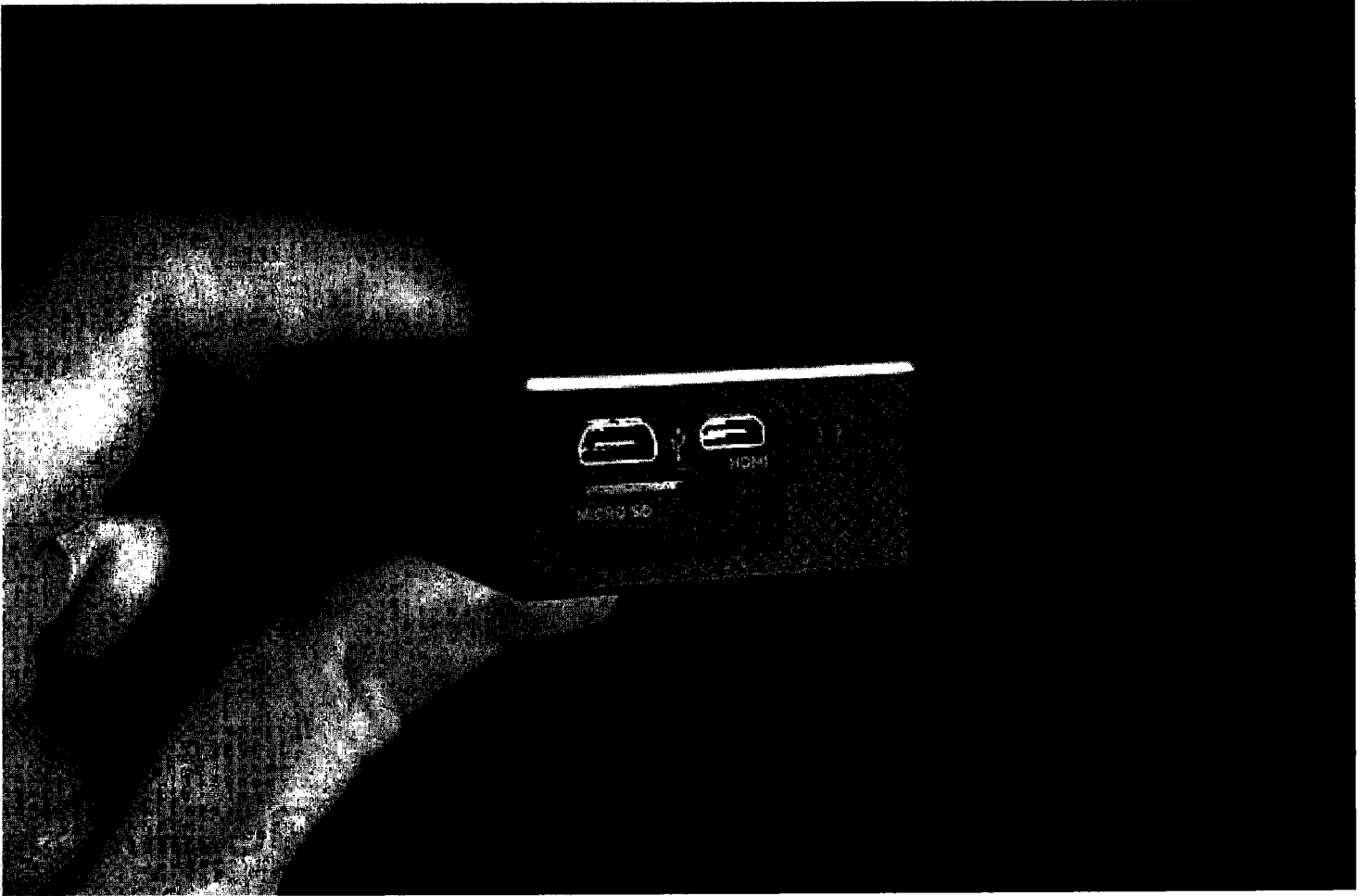
We received a Black Edition Hero3 for this review, which is GoPro's top-of-the-line camera packing an f/2.8 wide-angle lens in front of a 12-megapixel sensor and built-in WiFi. That lens / sensor combo lets you shoot in 4K at 12 fps, 2.7K at 30 fps, 1440p at 48 fps, 1080p at 60 fps, 960p at 100 fps, 720p at 120 fps and WVGA resolution at an incredible 240 fps. So, no matter how you like to get your video gnar -- via super-hi-res or super-slow-mo footage -- the Hero3 Black Edition can give it to you.

GoPro hasn't changed the look of its cameras much since the introduction of the original HD Hero. Prior Heroes are silver boxes with stubby fisheye lenses jutting out next to a 2-centimeter monochrome LCD display on the front. The Hero3 measures 58 x 40 x 21mm (2.28 x 1.57 x 0.82 inches), while the Hero2 checks in at 60 x 42 x 30mm (2.36 x 1.65 x 1.18 inches). Aside from being thinner than its predecessors, however, the Hero3 is no longer clad in all silver. Instead, it's coated in smooth soft-touch black plastic on the back and a textured version of the stuff on its sides. Not only does this make the camera easier to hold, but it also provides a nice visual contrast -- not to mention it's a finish that'll hold up better to the rough and tumble lifestyle most Hero3's will lead.



Additionally, the power / mode switch on the front and record button up top have grown to roughly twice the size of those found on elder GoPros, a welcome change, especially for those with stubby fingers. A pair of LED indicators -- one red to serve as a power / shooting indicator and one blue to tell you the WiFi's on -- and Hero3 branding take up the rest of the space on the camera's front. Smaller secondary LEDs doing double duty as both power / record and WiFi indicators are on the top, bottom and back as well, so extreme auteurs can keep abreast of the camera's doings from any viewing angle.

Located on the right side are micro-HDMI and mini-USB ports along with a microSD slot. On the left resides a small WiFi key, the microphone and a trio of pinholes that serve as an outlet for audio alerts. The beeps emanating from there tell you when the Hero3 is powered up and inform you when you've started eating up space on your memory card with photos or video recordings. There's also a trough for latching on an external battery or LCD touchscreen BacPac.



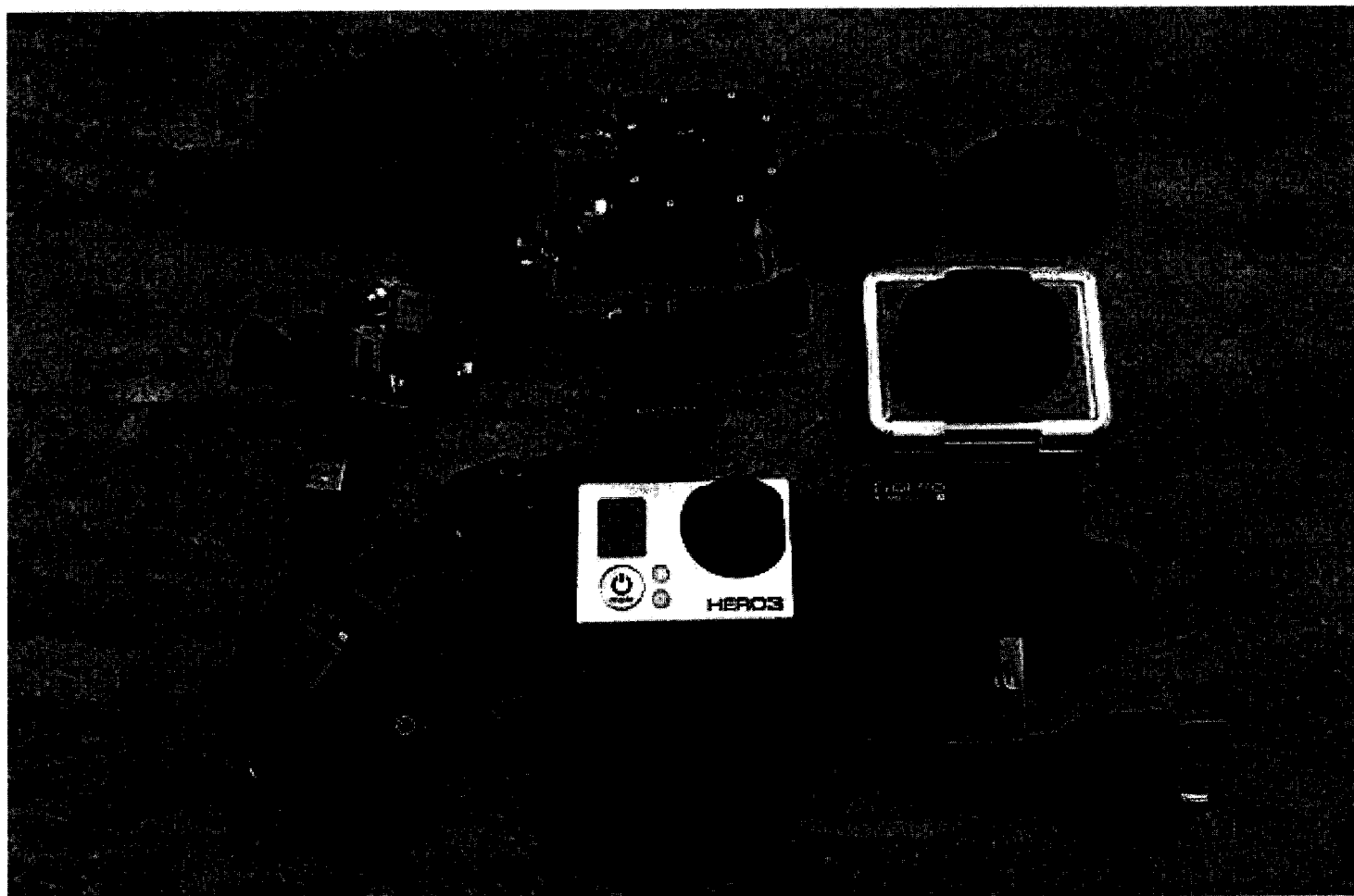
The rear is where you'll find the battery door, which, should you manage to pry it open with your fingernails or a business card, reveals a 1,050mAh rechargeable cell. Next to the door is the company's proprietary 30-pin Hero port for connecting the camera to either of the aforementioned BacPacs.

Overall, the Hero3's build quality is exemplary. All of its components are well-fitted, with no unsightly seams or blemishes to be found. What's more, the WiFi, power and record buttons all have a nice, deep travel and engage with a satisfying snick. Such solid construction imbues a sense of confidence that it can take the abuse it'll doubtlessly receive when in the field. Our only complaints with the design are the size of the WiFi key (gloved or ham-handed users may find it difficult to press) and the lack of some sort of tab, notch or spring to help open the battery door. The latter issue is particularly vexing as the camera's meager battery life had us swapping cells during lengthy shoots, a shortcoming discussed in more detail below.

---

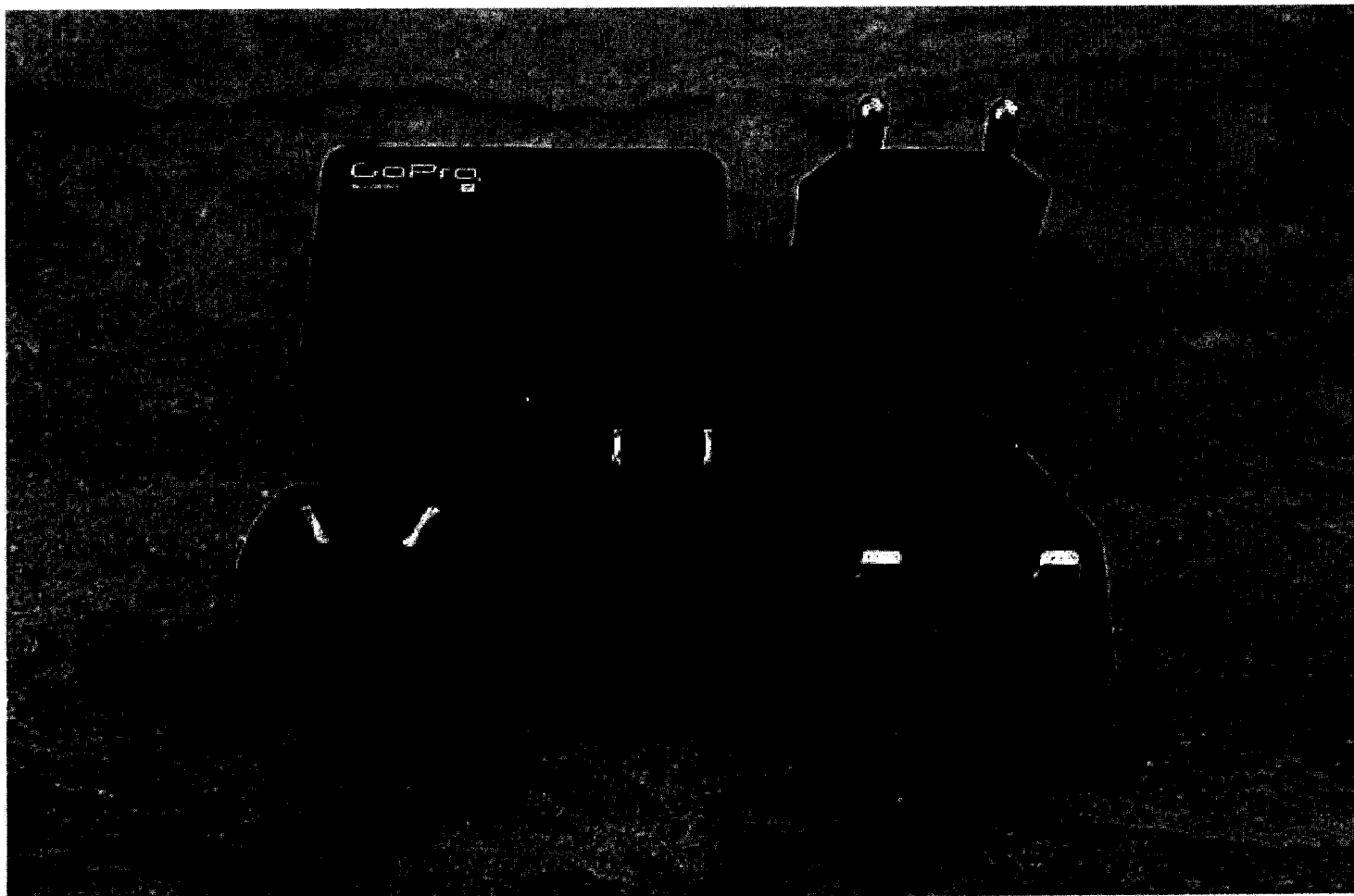
*Overall, the Hero3's build quality is exemplary.*

## ACCESSORIES



Every Hero3 also comes with GoPro's venerable waterproof housing. It's like the old model, except the lens window is flat and square (for reduced image distortion) instead of domed and round, while the latch that holds it closed is a dual-hinge articulating design that's more secure than the previous model. Naturally, the case is also thinner to accommodate the svelte profile of the Hero3, though it has the same interchangeable backplate design as its precursors. Swapping backplates isn't terribly difficult once you get the hang of it, but the amount of torque required to pop them in and out is somewhat disconcerting -- it's foreseeable that one could snap off a plastic mounting clip in the process.

A pair of adhesive mounts, assorted mounting hardware and a three-way pivot arm -- all backwards compatible with old GoPro hardware -- are included with the Black Edition, as is a WiFi remote capable of controlling up to 50 GoPros at a time. GoPro says the remote works up to 600 feet away in "optimal conditions" but in our clearly less-than-optimal neighborhood, range was limited to about 120 feet. Should the \$400 price tag of the premier Hero3 model prove too much, silver (\$300) and white (\$200) editions are also available. These lower-priced models don't come with the WiFi remote, which costs \$80 on its own, and also have downgraded lenses and sensors. Both top out at 1080p recording at 30fps, with lesser frame rate recording at lower resolutions than the Black. Stills are also limited to a max of 11 megapixels in the Silver Edition and 5 megapixels in the White Edition.



In addition to the standard Black Edition kit, we also got to use GoPro's \$40 wall charger, \$40 Frame mount and \$80 LCD touchscreen BacPac. While the 5V Wall Charger's a nice luxury for world travelers with its selection of international plug attachments and dual USB output, it's hardly necessary given that the majority of us already own a USB charger or two. The Frame mount is similarly superfluous, as it leaves the Hero3 susceptible to the destructive powers of the great outdoors in exchange for a thinner and lighter profile than the bombproof case the camera comes with. The LCD BacPac is quite the useful add-on, however, as it lets you change camera settings more easily than using the cam's buttons. Plus, it enables users to immediately review images, video and even audio using its tiny built-in speaker or 3.5mm headphone jack.

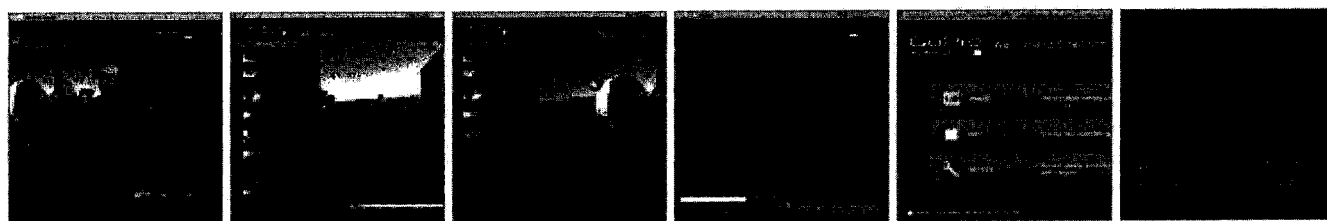
## SOFTWARE





GoPro provides rudimentary editing software, called Cineform Studio, as a free download on its website. The program provides basic tools to trim clip length, rotate clip orientation, adjust white balance, contrast, sharpness, exposure and saturation. Its main purpose is to create 3D videos should users have two older Heroes and a 3D Hero System housing. We didn't have the dual shooters needed to create a 3D video, but we did find the software quite easy to use for trimming and adjusting our clips. That said, it currently lacks the ability to string together multiple clips and transition between them -- though GoPro has pledged to add more editing features to the software in the future -- so you're best served sticking with your existing video editing program of choice.

#### GoPro HD Hero3 Cineform Studio and GoPro app screenshots



[See all photos](#)

12 Photos

GoPro has also released a free, self-titled app for iOS and Android that turns your handset into a remote control for the Hero3. Connecting your phone to the camera is a simple, if multi-step affair. First, users should upgrade the camera's firmware through the GoPro website, during which you name the WiFi network and set

the password for the ad-hoc network the camera creates. With that accomplished it's simply a matter of turning on the Hero3's WiFi and connecting a handset to that network.

Once connected, the app provides both a real-time preview (on about a 1.5-second delay) of the camera's field of view and a full suite of controls for the Hero3. That means you can start and stop recording, switch between shooting modes, change resolution and frame rate, delete pictures and clips, and even check the camera's battery status and remaining SD card space. The only feature it lacks, a rather glaring omission in this editor's opinion, is the ability to review photos and videos. That said, it's straightforward to use, and we were thankful for it during our testing -- like using the LCD BacPac, it's far less time consuming and easier to change settings in the app than it is cycling through and selecting options using the hardware buttons on the camera or WiFi Remote.

## PERFORMANCE



Video not found

Because the Hero3 Black Edition is an action camera, and GoPro's halo device at that, we used it to shoot some proper action, including filming from a hot air balloon, in a fighter jet and taking it for a drive through the Marin headlands just north of San Francisco. Before getting started, we charged up our Hero3 in a little over two hours and popped in a microSD card (not included). Upon the advice of GoPro's boffins, we set up

our camera at 1440p48 for shooting the flight portions, while the road test was shot in 960p48 -- all of our videos were shot in a wide 170-degree field of view.



Video not found

We also did our shooting using GoPro's standard settings, though recording using the ProTune format is also an option. Why? Well, recording using ProTune is really for filmmakers, as it encodes video at a much higher data rate (45 Mbps) and uses a special, wider-gamut color profile developed by Technicolor to provide more editing flexibility in post-production. While those expanded options are sure to be appreciated by film pros, such capabilities weren't needed for this review.

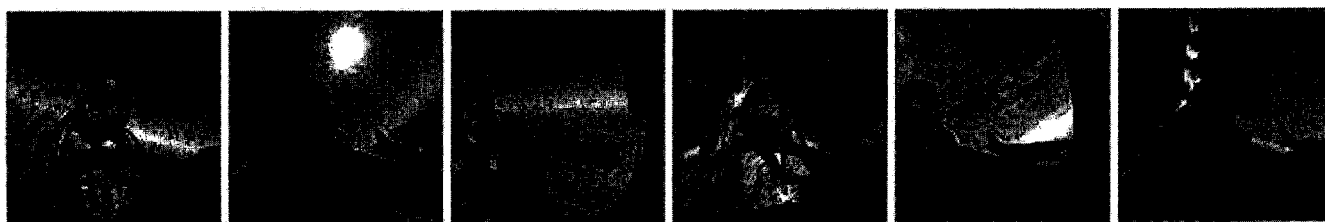
---

***2.7K is the maximum resolution for capturing quality video -- recording in 4K is really just a novelty.***

GoPro claims that the Black Edition's lens is twice as sharp as previous GoPros, and the upgraded sensor provides improved low-light performance. During testing, the Hero3 performed well, as captured footage was bright and clear at all resolutions. However, 2.7K is the maximum resolution for capturing quality video -- recording in 4K is really just a novelty. Results are choppy, with borderline unusable footage due to a low, low 12 fps frame rate.

Color reproduction is good, though the Hero3 did take a few seconds to correctly calibrate colors when transitioning from a poorly lit area into daylight in a continuous shot.

GoPro HD Hero3 Black Edition sample shots



[See all photos](#)

[37 Photos](#)

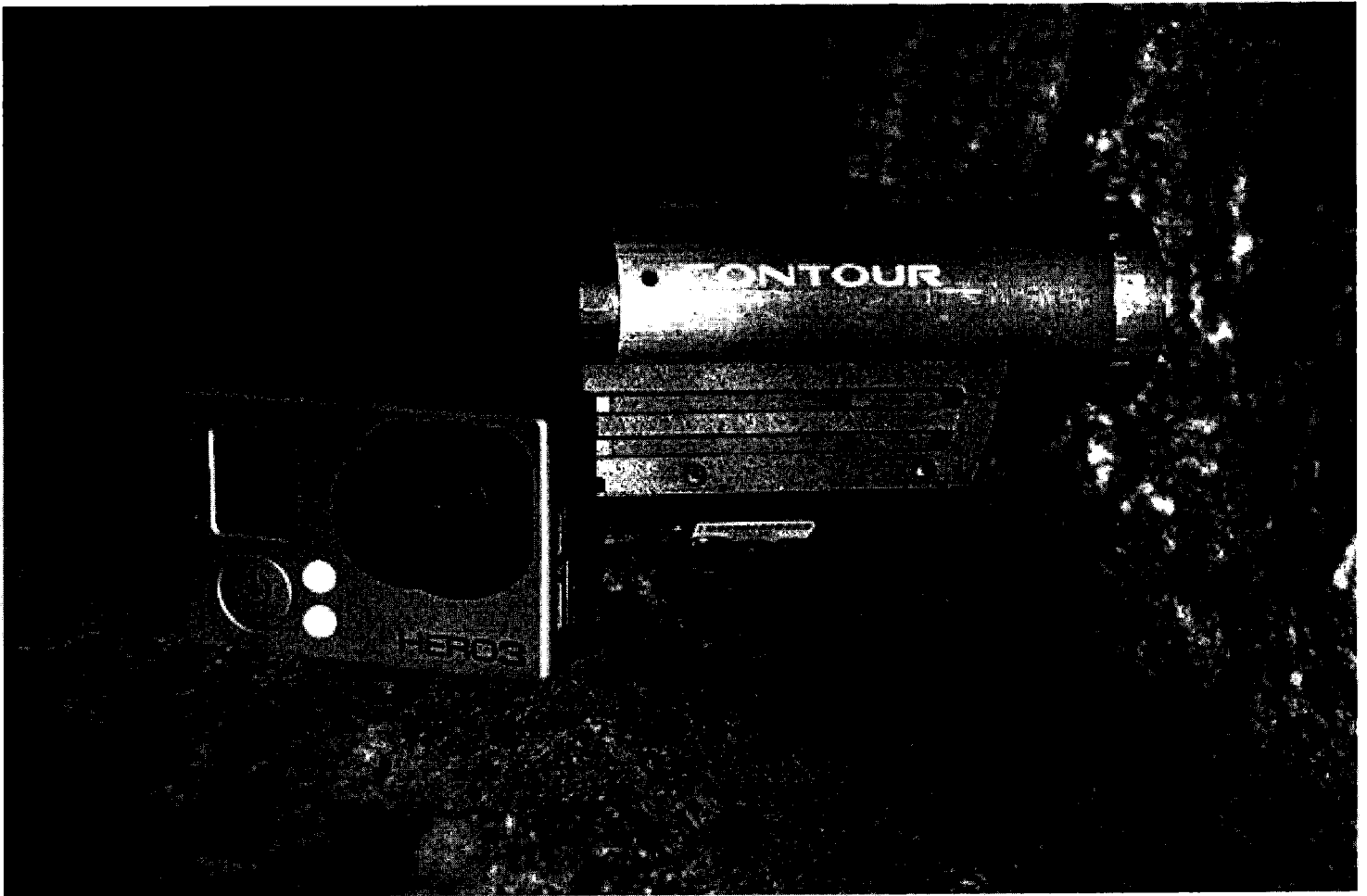
The camera performed similarly well when shooting stills, providing bright, vibrant wide-angle shots. However, the lack of fine-tuned controls prevent it from becoming a camera replacement, and without the GoPro app or the LCD BacPac showing you what the camera sees, it can be difficult to frame photos.

**Video not found**

In order to see how far GoPro hardware has come, we did a side-by-side comparison shoot with the original HD Hero and the Hero3. Doing so showcases the new sensor's improved low-light performance, as the Hero3 reveals more detail in shadowy and dark spaces, though that was at the expense of blowing out some other portions of shots in mixed lighting. The Hero3 also provides more accurate, if sometimes warmer, color reproduction than the original Hero as well. Audio recorded by the Hero3's mic is decently clear and free of distortion, and we were pleasantly surprised to find that wind noise wasn't a problem during our testing, whether the camera was in its waterproof case or not. Naturally, should you wish to use an external mic, GoPro offers a 3.5mm to mini-USB adapter sold separately for 20 bucks.

While the results produced by the GoPro were some of the best we've seen from an action camera, its battery life leaves something to be desired. Its diminutive 1,050mAh cell lasted us half a day during intermittent use (fiddling with settings, shooting pictures and video, and repeated power cycling). And using WiFi and the LCD BacPac resulted in dramatically worse battery life -- the well ran dry in under an hour. Additionally, we didn't find the battery meter to be particularly useful, as the three bars provide only a vague impression of the amount of juice left. We highly recommend carrying around an extra battery or two (\$20 bucks each) or grabbing the battery BacPac for \$50 if you plan on doing all-day shoots.

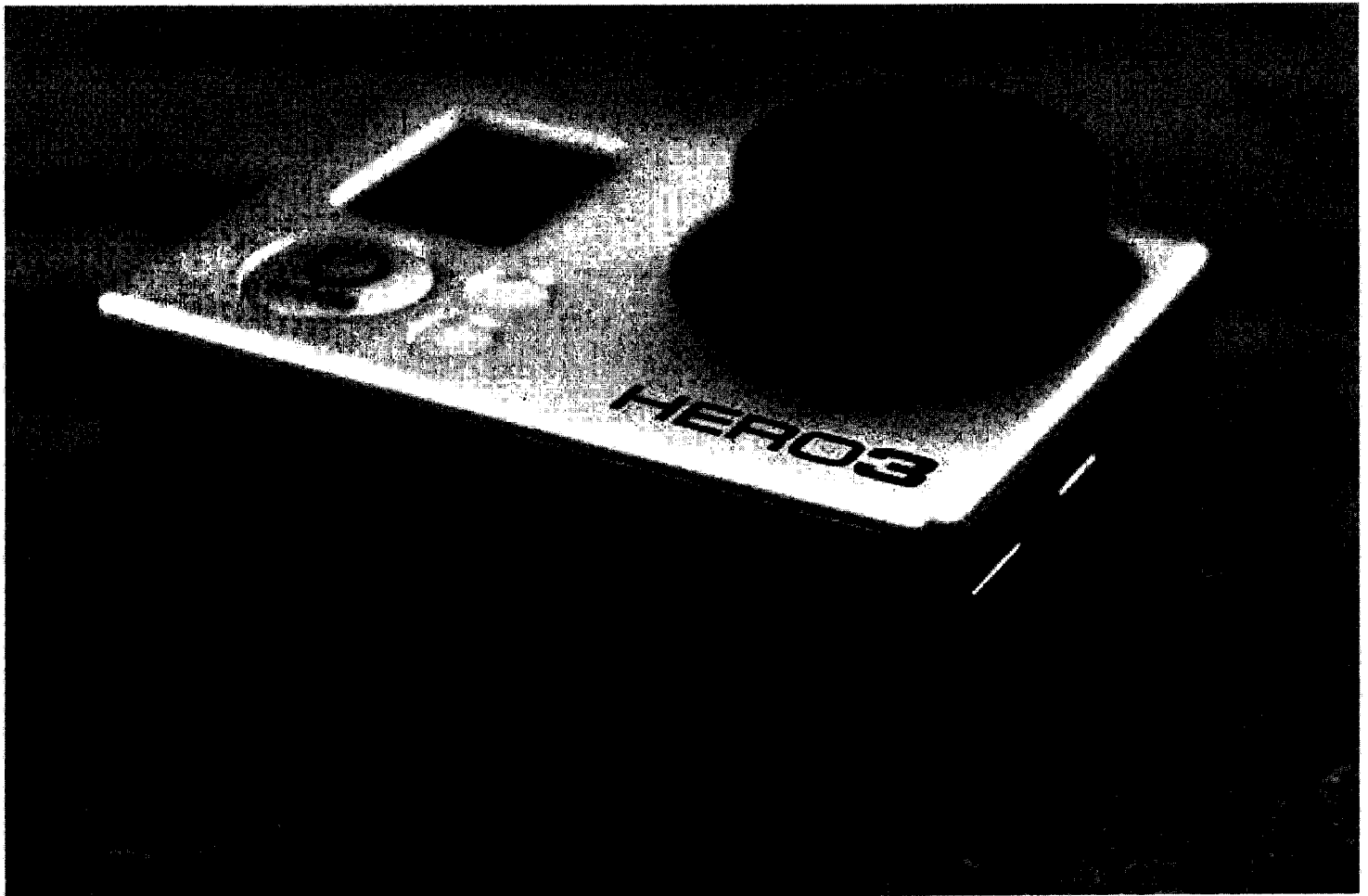
## THE COMPETITION



The action camera market has seen a spate of new entrants in the past year, most notably the Contour+2, which matches the Hero3's \$400 price. However, the +2 is a much larger camera, and provides lesser recording capabilities than the newest GoPro. The Hero3 provides higher frame rates at all resolutions, records usable video at up to 2.7k resolution with a 170-degree FOV, while the Contour maxes out at 720p to deliver the same FOV. That said, the +2 does provide a lower, sleeker profile than the boxy GoPro when mounted, and it has some superior design features like its sliding power / record switch, rotating lens and alignment laser.

Other options include Sony's Action Cam, a \$200 option that significantly undercuts the Hero3 on price while packing 1080p recording and WiFi in a similarly small device. However, the Sony can't match the Hero3's resolution, frame rates or general imaging performance. Drift and ION are other options that provide 1080p recording in barrel-shaped shooters for \$370 and \$350, respectively, but they lack the Hero3's higher-resolution and high-frame rate capabilities.

## WRAP-UP



GoPro's Hero3 Black Edition is, put simply, the most capable action camera on the market today. It delivers unparalleled resolution from a camera of its size and does so without sacrificing frame rate or field of view. Despite its meager battery life and less-than-ergonomic shape, the Hero3 provides imaging performance superior to all of its competitors at a price that won't break the bank.

*Myriam Joire contributed to this review.*



## GoPro GoPro Hero3 Black Edition

### PROS

- High-quality, high-resolution video
- Small size
- Outstanding build quality

### CONS

- Short battery life
- 4K video hamstrung by low frame rate

### CONCLUSION

GoPro's Hero3 Black Edition is the most capable action camera available today. It gives users higher resolution and higher frame rate options than the competition, but its battery life leaves much to be desired.

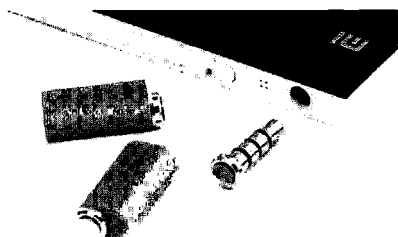
72 COMMENTS



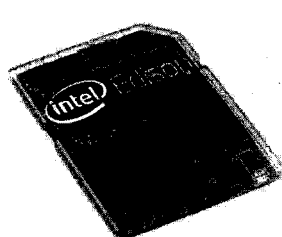
Share

TAGS: actioncamera, blackedition, gopro,

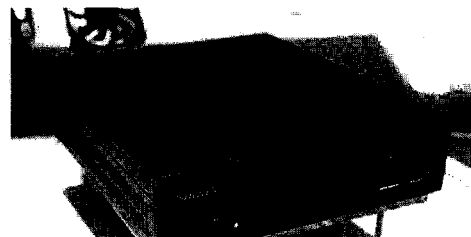
### RECOMMENDED FOR YOU



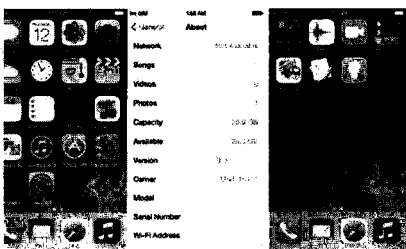
Xiaomi clones Kickstarter project for its new...  
9 hours ago



Intel's SD card-sized computer may not be so...  
2 days ago



Shuttle runs a Haswell Core i7 in a case barely bigger...  
3 weeks ago



Report: This is what iOS 8 looks like, apparently  
2 weeks ago



EU law to require that all cellphones charge through...  
2 weeks ago



Moto 360 designer: 'we wanted to hit that Whoa...  
a week ago

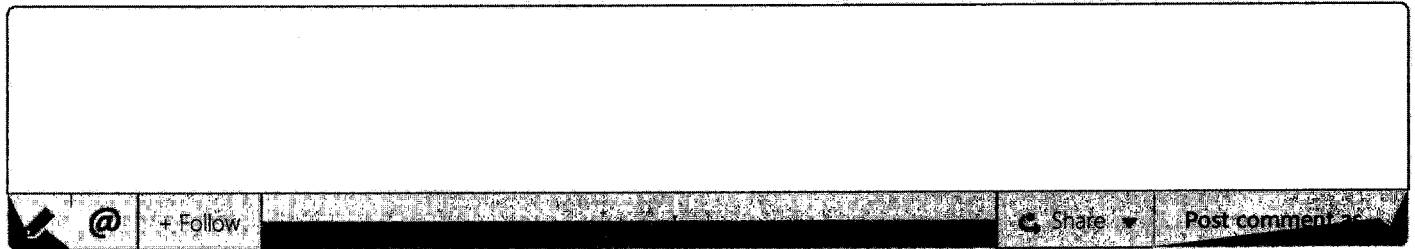
by Gravity

72 comments

livefyre

Sign in

5 people listening



Newest | Oldest | Top Comments



AsmaHassan

May 21, 2013

i wanna to know which accessories i should order with cam go pro hero3 plzz to can use it underwater

Like Reply



machinist

May 21, 2013

Oke help me please, the madness around the action camera is complete. Ik want to buy something like that and i am not sure witch brand i want to buy. The Aee is similar to the gopro but with much more ACCESSORIES for a much cheaper price, includes a lcd screen and no poor battery like the gopro. But....I don't know someone near who has experiance(sorry for my bad english) with these two camera's

Help me please!!!!!!!!!!!!!!!!!!!!!!!!!!!!111

Like Reply



1nxtmonster

Aug 2, 2013

@machinist I have gopro hero3 black, it i amazing and i would reccomend it.

Like Reply



stormstar

Jun 24, 2013

Planning on buying the HERO 3, does anyone know if you can turn the camera ON/OFF but have it look like one continuous shot. What is the best way to EDIT to end up with a quality film. Any suggestions on getting the best SOUND quality? Thanks...

Like Reply



Larryf304

Jun 20, 2013

I have to second these comments from another GoPro owner:

With the numerous KNOWN and CONFIRMED issues from freezing to being inoperable, it is MORE than suspicious that Engadget gives GoPro such a glowing review. This therefore calls into question the objectivity and honesty of



the review and EVERY review published. **Totally dishonest.**

1 Like Reply



**Larryf304**

Jan 30, 2013

The GoPro Hero 3 Black edition is a NIGHTMARE. I am not going to recommend this camera to anyone. The firmware issues are a true pain to try and fix. I am so disappointed in this "thing" that I am going to return it. My recommendation is to NOT buy it.

1 Like Reply



**207northeast**

Jan 26, 2013

i love my hero 3 camera, i use it for motorcycle stunt videos. it really captures great footage i recommend the hero 3 black edition. the hero 3 is way better then the hero 2 in my opinion because the image is not as distorted by the fish eye lens. It is perfect for a wide HD angle and is built much better than the hero 2. seriously though everything about it is higher quality than the hero 2..... but what do i know check it out for yourself :)

<http://www.amazon.com/GoPro-HD-HERO3-Black-Edition/dp/B009TCD8V8/?tag=207nor-20>

Like Reply



**FallFromTheWall**

Jan 9, 2013

I love my GoPRO Hero2 and just got the Hero3 for two times the fun

check out my videos on <http://youtube.com/soaljack>

Like Reply



**browny**

Jan 8, 2013

The footage from the GoPro is very impressive but I still think the Sony Action Cam is just as good. Ive had the action cam for a couple of months now and am really happy with it, especially its slow mo mode and the image stabilisation. you can see more about the features here. Definitely worth a try. <http://www.sony.com.au/productcategory/cam-action-cam?cid=actioncam:SO>

Like Reply



**JardaMěšťák**

Jan 8, 2013

exactly the same rating I would only if I got the camera for free

2 Like Reply



**nhqe**

Jan 7, 2013

Somebody else needs to get in this game.

1 Like Reply



**victorw**

Jan 7, 2013

It's incredible, the camera is really a disaster, battery life is absurd, the wifi works pretty bad, if it works at all, and support from these guys is a disaster. 3 weeks so far trying to contact them to get a refund or a working camera and still get no answer at all. Hundreds of people with issues and they just act and promote the camera like if nothing happened. Hard to believe in this review... Seems to me like a paid review.

7 Like Reply



**NicholasImaging**

Jan 7, 2013

With the numerous KNOWN and CONFIRMED issues from freezing to being inoperable, it is MORE than suspicious that Engadget gives GoPro such a glowing review. This therefore calls into question the objectivity and honesty of the review and EVERY review published. Totally dishonest.

7 Like Reply



**MichaelGorman** moderator

Jan 7, 2013

**@NicholasImaging** I can only speak for my experience, and the camera did not freeze a single time during my in my testing once I upgraded the camera to the latest firmware. Perhaps I was just lucky, given the number of folks who have had problems. The only issues I had were related to poor battery life.

2 Like Reply



**VladislavKraynov**

Apr 16, 2013

**@MichaelGorman**

You can try for example to use 1-button mode at 1080p, protune off. You'll be quite surprised I'm sure =)

Like Reply



**Pasha**

Jan 7, 2013

This search engines optimization stupidity went too far: 6 (!!!) internal links in the very first paragraph and ZERO links to manufacturer in the article.

Also images beneath headers combined with narrow font = barely readable titles. I visit Engadget much less after redesign (once a week instead of daily as it was before redesign).

4 Like Reply



**MichaelGorman** moderator

Jan 7, 2013

**@Pasha** We've bulked up the headlines and removed the overlays to address these concerns. I hope you like the changes, and thanks for reading!

Like Reply



**Lagerstars**

Jan 5, 2013

Interesting that a lot of people are having so many problems with the Black edition... I was going to purchase one but am now going to wait to see what they're like in a month or two

1 Like Reply



**doelcm82**

Jan 5, 2013

**@Lagerstars**

Wait if you like but most problems will be fixed with firmware updates, so a camera with a few issues is better than no camera at all.

1 Like Reply



**mjmedstarved**

Jan 7, 2013

**@doelcm82 @Lagerstars**

I sure hope they do it quick, I have one and it stops recording all the freakin' time.

1 Like Reply



**xmondo**

Jan 9, 2013

**@mjmedstarved** what card are you using?

Like Reply



**phillip2**

Jan 9, 2013

I am wondering how the Go Pro Hero 3 Silver would fair against the recently released Contour Roam 2?

The user reviews on the Hero 3 Black are currently lackluster so I am hesitant to go as far as paying \$400 for it, may look at the Hero 2, but if the Roam 2 is of a similar quality it would save me some money.

Like Reply



**exooc**

Jan 9, 2013

million dollar question: Why they can not make outdoor smartphone with such camera ?

1 Like Reply



**AndrewAnalyst**

Jan 9, 2013

**@exooc** Nokia 808 PureView & Lumia 920 ?

1  Like Reply



exooc

Jan 5, 2013

@AndrewAnalyst @exooc

920 and 808 is 1080p "only" 30fps doesnt have that good sensitivity as nokia claimed (thats reason why they never posted pic comparison with exposure time mentioned )

[http://www.gsmarena.com/vidcmp.php3?](http://www.gsmarena.com/vidcmp.php3?idType=2&idPhone1=4577&idPhone2=4967&idPhone3=4238)

[idType=2&idPhone1=4577&idPhone2=4967&idPhone3=4238](http://www.gsmarena.com/vidcmp.php3?idType=2&idPhone1=4577&idPhone2=4967&idPhone3=4238)

doesnt have wide angle option and still doesnt have outdoor usability/durability and lacks faster fps.

such mobile should have sensibility at above 50% quantum efficiency of sensor

wide angle option,mounting point, IP67 with >=IP68 casing option.

Casio attempted but didnt hit sweet spot yet.

We want manly smartphone which we can reuse during all crazy things we usually do.

1  Like Reply



AndrewAnalyst

Jan 5, 2013

@exooc @AndrewAnalyst I see, on the upside the 920 has pretty good OIS and good build quality. I recently recorded a video with my Canon 500D (yeah, i know it isn't a video camera) and i was surprised how shaky it was. I wish Nokia could work the OIS in to other products or micro cams. I think a lot of hobbyists would like them.

1  Like Reply



ThatsJustHowISeeIt

Jan 5, 2013

Why Does the Go Pro 3 have such bad reviews on Amazon> Have they fixed the Firmware issues that apparently causes these cameras to freeze up?

1  Like Reply



AlexChiu

Jan 4, 2013

Can anyone comment on the performance of using it for high framerate slow motion? i.e., the 120fps 720p and slowing it down to 24p? Is it just as smooth as one would expect?

Like Reply



dobe2049

Jan 4, 2013

@AlexChiu Twixtor is what I use to get super slow shots. the 720 120p is cool but I still find myself

shooting 1080 60p most of the time.

Like Reply



**AlexChiu**

Jan 4, 2013

@dobe2049 @AlexChiu Ah. I have been wanting to experiment with high framerate - turned slow motion - video for a while now. Do you use Premiere + After Effects? (Windows)

Like Reply



**dobe2049**

Jan 4, 2013

@AlexChiu @dobe2049 You can, twixtor has a plug-in for both. I use Final Cut as of now but FCP does not seem to like the GoPro 3 at all. Moving to back Premier pro may be in my future.

Like Reply



**BlueBomberTurbo**

Jan 4, 2013

@AlexChiu Buttery smooth. Worlds better than Twixtor, since it's true 120fps instead of interpolated from a slower source. The sharpness/detail at 720p is also very good compared to lots of cameras out there.

Like Reply



**RonDean**

Jan 4, 2013

I love my hero3 black. Use it as a drive camera.

My gripe: with the battery bacpac - you need to charge the camera and bacpac seperately. (2 chargers).

Skeleton case to charge the bacpac doesn't keep the camera rolling either in my tests. I need a skeleton case for the camera too.

Like Reply



**dobe2049**

Jan 4, 2013

@RonDean I hate the new skeleton case. I can't just remove the camera or the memory card. I have to undo the whole thing.

Like Reply



**Raz**

Jan 4, 2013

Great video quality, i used my camcorder to record my driving and GP is much better when it comes to quality.

Like Reply



alecf750

Jan 4, 2013

Check out my unboxing on youtube and please subscribe.

<http://www.youtube.com/watch?v=cu-n2Tp4nD8>

Like Reply



circusa

Jan 4, 2013

Battery life is not awful, it's abysmal. Wifi off with 2 fully charged batteries in 30 degree weather I only got about 30 mins. of footage - and that's not that cold when snowboarding. The footage was pretty but WAY to short. They sell 32gb cards on the site and I wonder how many batteries you'd have to buy and carry to actually shoot that much? Even with crazy good settings.

I was really excited about this camera, but sent mine back, hopefully I get the refund they promised. Nice product but not for me. No battery life = useless.

2 Like Reply



rederikus

Jan 4, 2013

@circusa You are right. 30 minutes of HD is way to short. Dem gotta fix dat - seriously. A good after-market product would be a back pack battery - lol.

1 Like Reply



BlueBomberTurbo

Jan 4, 2013

@rederikus Cycle the battery a few times. It should last between 1:15 to 1:30 after a few full discharge/recharge cycles.

1 Like Reply



ChristopherJO

Jan 4, 2013

@BlueBomberTurbo @rederikus My Hero2 records 1080 for 2 hours on a full charge in temperate weather (4 hours with the additional battery pack). I am surprised to here the Hero3 having such a low battery life.

Like Reply



BlueBomberTurbo

Jan 4, 2013

@ChristopherJO @BlueBomberTurbo @rederikus Test the battery life with Protune on.

Like Reply



**TroyMarshall**

Jan 4, 2013

Battery life is awful. Now I know its due to Wifi. And BTW as a newbie to using a GoPro, if youre not using the preview feature on your handheld, youre pretty much guessing at what youre filming.

The free "editing" software is just that...Free.

Neither the source video nor the converted (via CineForm) mp4/mov can be edited with MS Movie Maker. I usually use this for my amature video shot with my Canon DSLR. Yay. So now I have to invest in more software, after forking over \$400 for the camera? Lame.

The iphone app pretty much (YES pretty much) renders the supplied wifi remote useless. Thats \$70 I could have saved.

It does have its pluses, but for the price, I expected lots more.

2 Like Reply



**BlueBomberTurbo**

Jan 4, 2013

@TroyMarshall The Wifi Remote is shockproof and waterproof. Is your iPhone?

3 Like Reply



**BrendonHagarty**

Jan 4, 2013

@TroyMarshall But you didn't buy the \$400 camera to get the "free video editing software" it's implied that you already have an editor. I usually hate it when companies bundle crap software with their products. But Cineform Studio is completely necessary in any video editing pipeline.

1 Like Reply



**Plus17**

Jan 4, 2013

Aww man, I just got the Hero 2.

Like Reply



**ChuckNorris**

Jan 4, 2013

@Plus17

Wake up...It's been out for 2 months already.

4 Like Reply



**GaryRMcCray**

Jan 4, 2013

I bought the Black when it first came out and it has been a disaster.

Every third or fourth time you turn it off, the back LED came on about half brightness, the battery got really hot and

drained very quickly and it wouldn't restart until you removed and reinstalled the battery.

Tech support had me reload the exact same firmware 4 times and kept swearing it was the firmware.

Aside from this the Live Preview delay on the Apple iPad (4) is 3 to 4 seconds and Live Preview hardly works at all on my Nexus 7 continually locking up, pixelating and twitching like a dead bug.

Failing to get any actual assistance with fixing the dangerous lock up and battery short problem, I returned the Black for a refund within their 30 day refund period.

They guarantee to refund your money within 5 to 7 days.

That was over two weeks ago since they received it and they can't even tell me what is going on with it except that it has "gone to financial" and it is out of their hands and they can't even find out what is going on with it nor can I talk to anybody who can.

Even if they get the problems sorted out with the camera, the Company is a joke and I STRONGLY advise against doing business with them.

I thought the specs were great and the tiny little camera looks cool, but the reality was the camera was a dud and the Company is a dud.

5   Like Reply



**JLBphotos**

Jan 4, 2013

@GaryRMcCray I have exactly the same issue turn it on every second or third time and freezes on me only way to shut off is a battery remove kinda hard when your 30 metres underwater... so annoying hope they can fix the firmware soon. battery life yep its pretty bad with back pack only being able to turn off with a shut down drains battery VERY quick would love them to bring out a stand alone charger

3   Like Reply



**jasonkidd**

Jan 4, 2013

Have had nothing but problems with three GoPro blacks that I've purchased. The Customer service has also been lackluster in trying to resolve the issue.

I've posted my issues and many people are having issues with this "high end" camera.

[http://www.youtube.com/watch?v=iuWt\\_78qrA0&lch](http://www.youtube.com/watch?v=iuWt_78qrA0&lch)



4   Like Reply



**owned66**

Jan 4, 2013

" the well ran dry in under an hour."



is this a joke ?

1  Like Reply

Show More Comments

## About

About Engadget

Contact us

Advertise

About Our Ads

## Community

Forums

Engadget Meta

Community  
guidelines

## Reviews

Product reviews

Write a review

## Contribute

Send us a tip!

Add to our database

Write a review

Start a discussion

Ask a question

## Live events

Engadget Expand

Engadget Live

## Popular topics

Mobile

HD

Alt

Software

Apple

## Follow Engadget



## Engadget Apps



More Apps from Engadget 

## Subscribe to Engadget Newsletter


## AOL Tech.

© 2014 AOL Inc. All rights reserved.

Reprints and Permissions | Privacy Policy | Terms of Use | Trademarks | AOL A-Z Help |

Advertise with Us

## Engadget International Editions

Español     
Deutschland



GET UP TO  
**\$600**

Simply open and fund  
an IRA or roll over your  
401(k) to Merrill Edge®

[Learn more](#)

★ **HAPPENING NOW:** Microsoft's Windows Phone 8.1 event liveblog

# GoPro to launch extreme sports channel on Xbox One and 360

BY JAMES TREW [@JTTSTREW](#)  
JANUARY 9TH 2014, AT 7:24:00 PM ET

1



GoPro is about to unleash its unique brand of action sport videos on Xbox Live for both the Xbox One and 360. We asked GoPro if it had further details on when the channels would be available, but apparently that date hasn't been confirmed yet. All we do know is that the channel will come to 360 first, before making the hop over to its younger brother. If you fly Virgin America, you can actually get the channel right now, but that's perhaps a little less convenient than shouting "Xbox on" when you need an instant adrenaline fix.

Missed our CES stage interview with GoPro creative director Brad Schmidt? You can catch it in full here.

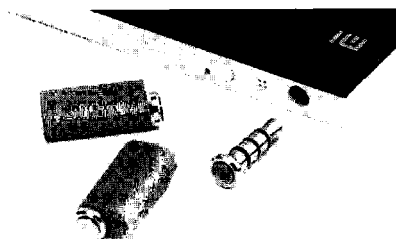
1 COMMENTS



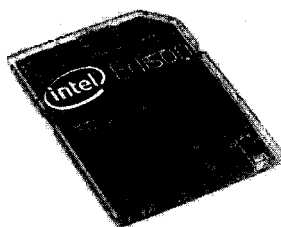
Share

TAGS: gopro, hdpstcross, xbox 360, xbox

## RECOMMENDED FOR YOU



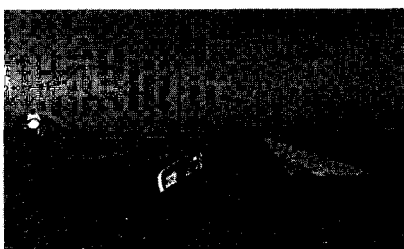
Xiaomi clones Kickstarter project for its new...  
9 hours ago



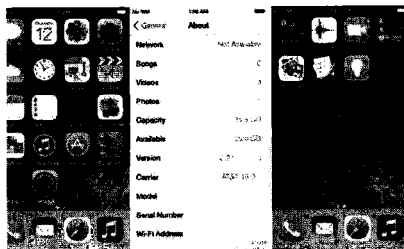
Intel's SD card-sized computer may not be so...  
2 days ago



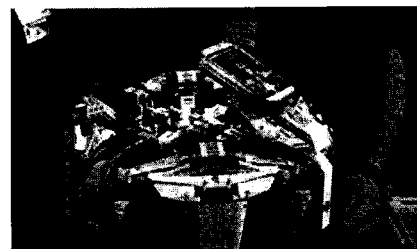
Mt. Gox apparently found 200,000 Bitcoin in an old...  
a week ago



This R/C racer can shame sports cars with a 188mph...  
5 days ago




Report: This is what iOS 8 looks like, apparently  
2 weeks ago



Lego Cubestormer robot solves Rubik's Cube in less...  
2 weeks ago

by Gravity



GoPro HERO3+ Black

16GB

\$199

gadget

KEY SPECS		REVIEWS	PRICES
GAME FORMAT	ONLINE FEATURES	DRIVE CAPACITY	CONTROLLER TYPE
Optical disc, Downloadable	Multiplayer, Voice chat, Video chat, Store	4 GB	Wired, Wireless
MOTION CONTROLS	VIDEO OUTPUTS	WEIGHT	RELEASED

Camera / optical	Component, HDMI (v1.4)	10.9 lb	2010-08-03
------------------	------------------------	---------	------------

see all specs →



1 comment

livefyre

Sign in

1 person listening

@ + Follow Share Post comment as

Newest | Oldest | Top Comments

**KevinMercado**  
cool can't wait to see it.

4/10/2014

Like Reply

About

About Engadget

Contact us

Advertise

About Our Ads

Community

Forums

Engadget Meta

Community guidelines

Reviews

Product reviews

Write a review

Contribute

Send us a tip!

Add to our database

Write a review

Start a discussion

Ask a question

Live events

Engadget Expand

Engadget Live

Popular topics

Mobile

HD

Alt

Software

Apple

Follow Engadget



Engadget Apps



More Apps from Engadget →

Subscribe to Engadget Newsletter

email address

Subscribe

**AOL TECH.**

© 2014 AOL Inc. All rights reserved.

[Reprints and Permissions](#) | [Privacy Policy](#) | [Terms of Use](#) | [Trademarks](#) | [AOL A-Z Help](#) |

[Advertise with Us](#)

Engadget International Editions

[Español](#) [한국어](#) [日本語](#) [中文](#)

[Deutschland](#)

## Exhibit B

Sign in

Web Videos Shopping Images News More ▾ Search tools



About 129,000 results (0.33 seconds)

**GoPro wins an Emmy® Award for their camera. Honored an...**

[gopro.com/news/and-the-emmy-goes-togopro](#) ▾ GoPro ▾

Jan 14, 2014 - The **Emmy Award** recognizes the mark **GoPro** has made in the professional video production industry. "That the best selling consumer camera ...

**GoPro: GoPro Wins an Emmy! - YouTube**



[www.youtube.com/watch?v=hOct5RbkZIo](#) YouTube ▾

Jan 14, 2014 - Uploaded by GoPro

**GoPro** wins an **Emmy** for the HERO3 camera and its contributions to the ... Arts and Sciences, Technology and ...

**GoPro wins Science and Technology Emmy award for its - P...**



[www.pocket-lint.com/.../126552-gopro-wins-science-and-techn...](#) ▾

by Ian Morris - in 415 Google+ circles

Jan 14, 2014 - So **GoPro's** award of a Science and Technology **Emmy** really isn't much of a surprise, given how useful they have become in film and TV ...

**GoPro Wins Emmy Award - The Ski Channel**

[www.theskichannel.com/news/featured/.../gopro-wins-emmy-award/](#) ▾

Jan 15, 2014 - National Academy of Television Arts and Sciences has recognized

**GoPro** with a 2013 Technology and Engineering **Emmy® Award** in the ...

**GoPro wins technical Emmy for Hero3 and contribution to ...**

[www.digitaltrends.com › Photography](#) ▾ Digital Trends ▾

Jan 14, 2014 - **GoPro** received a technical **Emmy award** for its Hero3 camera and contribution to filmmaking, recognizing its cameras as legitimate ...

**GoPro Wins Emmy Award | Transworld Snowboarding**

[snowboarding.transworld.net/.../gopro-wins-e...](#) ▾ Transworld Snowboarding ▾

Jan 14, 2014 - The **Emmy Award** recognizes the mark **GoPro** has made in the professional video production industry. "That the best selling consumer camera ...

**GoPro Wins an Emmy | News from the Field | OutsideOnline....**

[www.outsideonline.com/news-from.../GoPro-Wins-an-Emmy.ht...](#) ▾ Outside ▾

Jan 15, 2014 - On January 9, **GoPro** founder Nick Woodman screamed and ... the tiny HD camera won the 2013 Technology and Engineering **Emmy Award**.

**GoPro® Wins Emmy® Award - The Business Journals**

[www.bizjournals.com/prnewswire/press\\_releases/2014/01/.../LA45915](#) ▾

Jan 14, 2014 - **GoPro®** Wins **Emmy® Award**. Company Honored for Excellence in Engineering and Contributions to Film and Television Industry.

**Of Course GoPro GoPro'd Itself Winning an Emmy - Gizmodo**

[gizmodo.com/of-course-gopro-goprod-itself-winning-an-emm...](#) ▾ Gizmodo ▾

Jan 14, 2014 - Not that we needed any further proof that **GoPro's** hardware is the compact ... but the company recently won a Technological **Emmy** for its creation. ... and a fun way for the rest of us to see what it's like to win an **award** like this.

**GoPro: GoPro Wins an Emmy! on Vimeo**



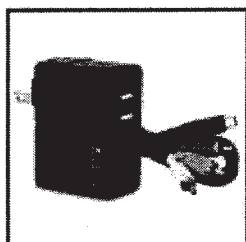
[vimeo.com/84165756](#) Vimeo ▾

Jan 14, 2014

**GoPro** wins an **Emmy** for the HERO3 camera and its contributions to the ... Arts and Sciences, Technology and ...







[Accessories](#)



[Software & App](#)



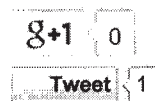
[Shop By Activity](#)

- [Channels](#)
- [Support](#)

Your Cart

Subtotal:  
[Checkout](#)  
[« Back](#)

## And the Emmy Goes to...GoPro!





**SAN MATEO, CALIF. (Jan. 14, 2014)** – GoPro today announced that the National Academy of Television Arts and Sciences has recognized the company with a 2013 Technology and Engineering Emmy® Award in the category of Inexpensive Small Rugged HD Camcorders. GoPro was selected for its groundbreaking HERO3 camera technology, which has enabled television production professionals to capture engaging perspectives that were never before possible.

GoPro Founder and CEO, Nicholas Woodman, accepted the Emmy on behalf of the company at a ceremony held in Las Vegas on Jan. 9. Celebrating the distinguished honor bestowed upon the company and recognizing the GoPro team for their contributions to the award, Woodman stated, “An idea is just an idea unless you have an incredibly talented team of engineers who can make it a reality.”

The Emmy Award recognizes the mark GoPro has made in the professional video production industry. “That the best selling consumer camera in the world has also been so enthusiastically adopted by film and television professionals is something we’re very proud of,” Woodman notes. “It’s a testament to the quality and versatility of our products and our passion for enabling the world to capture incredible content.”

Speaking to the adoption of GoPro in television and filmmaking, Woodman’s acceptance speech reflected upon early signs that GoPro was going to make an impact. “In 2009, when GoPro was still a standard definition camera company, we were surprised to learn that the best selling retailer in the country was a Los Angeles Pep Boys store. When we reached out, we discovered that the store was located just down the street from Universal Studios, and that the production guys were coming in and buying GoPro cameras by the dozens to use as crash cams and to capture perspectives that were never before possible.” Woodman added, “We then knew that once we launched our HD camera later that year the television industry was going to lose its mind.”

Mark Burnett, five-time Emmy award winner and avid GoPro customer, said in a previous statement, “We have used GoPro cameras in some of our biggest productions, like *Survivor* and *The Bible*. GoPro has allowed us to capture and share fascinating new perspectives that previously weren’t possible or were too costly, which in the end makes for better story telling. We are always excited to see what GoPro is working on next.”

To view footage from the GoPro Emmy win and award ceremony, visit the [GoPro YouTube page](#). For more information on GoPro and its HERO line of cameras, including the recently-launched HERO3+ and more than 50 mounts and accessories, visit [GoPro.com](#).



**Ford SYNC presents**  
**Gadget Awards 2013**

IN ASSOCIATION WITH

Qualcomm  
snapdragon
[Home](#) [Categories](#) [Judges](#) [Promote](#) [Discover Ford SYNC](#)
→ [T3.com](#)

Home &gt; Categories &gt; T3 TechLife Product of the Year

# Winner GoPro Hero 3

Tweet 5

Like

0



4K shooting skills from a camera the size of a matchbox with remote control and a dedicated app for directing multiple cameras. Spielberg would have killed for one of these in the seventies.

GoPro is a company so laid back, it's stoned to the mainframe of its Californian core. Set up by surfers selling shells from a shack to finance the very first wrist camera for surfers, the world of GoPro has now been adopted by professional broadcasters and every sport known to man.

Hero 3 boasts 12 megapixel burst shots alongside a 4K shooting mode as well as 1080p HD at 60fps. The tough build is joined by an optional screen and an app which controls linked cameras for cinematic set ups and gives a live preview. Audio has been upgraded to capture speech and several different casings mean this is at home underwater, on a jacket or on the back of a dirt bike.

In a world of smartphones and increasingly small cameras, GoPro is still the film fans device of choice and the rugged gadget that will launch the careers of many future directors. If in doubt, check out the home made rocket that took a GoPro to space or the shark footage, both on YouTube.

Price: £359 | [GoPro](#)

## Also in this category

→ Sage Tea Maker by Heston Blumenthal

→ Colgate ProClinical A1500



Gadget Awards

→ [Vote now](#)

### T3 Tech and Gadgets

Best Samsung Galaxy S4 cases and covers

New Cars 2013: Best new motors available

Best Android Games: Your next downloads

Apple iPhone 6: Release date, rumours, features and news

T3 Tech Video: Latest gadget videos

Hot 100: Hottest gadgets on the planet 2012

Best iPhone Apps: Free and paid iOS apps

Visit [T3.com](#)

T3



You like this.

You and 86,617 others like T3. 86,617 people like T3.



Facebook social plugin

- Kenwood kMix HB894
- Koubachi plant sensor
- Honda Miimo
- Gocycle G2R
- Vorwerk Kobold VR100
- Dyson AirBlade Tap
- Philips Hue
- Hurom Pro Series Silver HU-400 juicer

## Comments



Facebook social plugin

## Media Partners



-  **Twitter**  
Follow @t3dotcom
-  **Facebook**  
Tech debate
-  **RSS**  
Get the latest feeds
-  **Newsletter**  
T3's best bits direct
-  **Magazine**  
Subscribe now
-  **iPad**  
Download the T3 app

T3	Buying Guides	App Chart	Gadgets of the Year	Hot 100	Reviews
Latest tech news	Best cheap phones	Best iPad apps	T3 Awards winners 2011	The Elder Scrolls 6 (VI) News	Best home cinema reviews
Gadget and tech reviews	Best mobile phones	Best Nokia apps	T3 Awards winners 2012	GTA5 release date & trailer	Best LCD TV reviews
Tech video	Best headphones	Best BlackBerry apps	T3 Awards winners 2010	iPhone 6 release date	Best mobile phone reviews
Best gadget features	Best iPhone docks	Best iPhone apps		Apple iPhone 5S release date and rumours	Best laptop reviews
Win gadgets	Best digital SLRs	Latest apps reviewed			Best smartphone reviews
T3 Podcast	Best compact cameras	Best apps: Top 10 new apps		Football Manager 2013 release date	Best camcorder reviews
	Best netbooks	Best Windows Phone 7 apps			Best gadget video reviews

Future

© 2006 - 2013 Future Publishing Limited, Beauford Court 30 Monmouth Street Bath, UK BA1 2BW - England and Wales company registration number 2008885

# Family

## CHOICE AWARDS

[Home](#)[Award Programs](#)[Entry Forms](#)[FCA Winners](#)[Gift Guide](#)[Entertainment](#)[Giveaways](#)[Contact Us](#)

## GoPro HERO3 White Edition Camcorder

**Age** Families  
**Group:**  
**Price:** \$199.99  
**Website:** Amazon.com  
**Year:** 2013



The cool new GoPro HERO3 camcorder is smaller, lighter and offers up to 5.0MP of digital still resolution. The ultrawide-angle lens reduces distortion, and the GoPro white works overtime in digital still mode to produce beautiful, crisp images. Enhanced audio features makes ensures that sound is captured accurately and effectively. This sports camcorder has housing that's tough but sophisticated and is water resistant down to 197 feet. Plug in the USB port to recharge the battery and keep on rolling.

[Tweet](#)

« Ouya Gaming  
Console

OUYA »

A  
DIVISION  
OF

Family  
Magazines






**REUTERS**

Search News &amp; Quotes


[HOME](#) [BUSINESS](#) [MARKETS](#) [WORLD](#) [POLITICS](#) [TECH](#) [OPINION](#) [BREAKINGVIEWS](#) [MONEY](#) [LIFE](#) [PICTURES](#) [VIDEO](#)

# GoPro Wins 2012 ML100 Award for Game Changing Technology Implementation

Tue Mar 6, 2012 8:45am EST

\* Reuters is not responsible for the content in this press release.

0 COMMENTS

# GoPro Wins 2012 ML100 Award for Game Changing Technology Implementation

## Implementation of NetSuite Cloud Enables Record Growth for GoPro

PR Newswire

HALF MOON BAY, Calif., March 6, 2012

HALF MOON BAY, Calif., March 6, 2012 /PRNewswire/ -- GoPro, maker of the world's most versatile cameras and producer of some of today's most engaging sports programming, announced today that it has made Manufacturing Executive's prestigious 2012 ML100 winners list, joining the likes of world-leading companies such as Chevron, Coca-Cola, Ford, IBM and Porsche. The ML100 Awards are known as the most prestigious awards program honoring manufacturing companies that have transformed themselves through the use of information technology.

GoPro earned the award for implementing NetSuite from NetSuite Inc. (NYSE: N), a game changing cloud business management suite for thousands of businesses around the world. After determining that legacy, on-premise software tools would limit its business growth and expansion, GoPro selected NetSuite for the flexibility, agility, reduced IT infrastructure and speed of implementation it needed to support its fast-growing business. It went live on NetSuite within just six weeks. Now GoPro is using NetSuite to run its ERP, supply chain, inventory logistics, accounting and ecommerce in the cloud while having real-time visibility into business performance across its entire global supply chain, customers, suppliers and inventories, as well as production planning, change control and demand planning. Since

### MOST POPULAR

 Chile assesses damage after massive quake, tsunami | [VIDEO](#)

 Russia could achieve Ukraine incursion in 3-5 days | [VIDEO](#)

UPDATE 10-Huge earthquake off Chile's north coast triggers tsunami

 Search for missing Malaysian jet drags on, as probe narrows to crew | [VIDEO](#)

TV's Willard Scott of 'Today' show marries at 80

### REUTERS VIDEO



### Follow Reuters



Facebook



Twitter

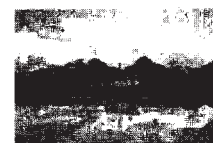


RSS



YouTube

### RECOMMENDED VIDEO



Obama could lift crude export ban without Co...



"We will do much more" - Putin in Red S...

adopting NetSuite, GoPro has been enjoying record breaking growth over the last two years.

The global Manufacturing Leadership Awards Program (ML100), now in its eighth year, recognizes best-in-class manufacturers from the U.S. and abroad. GoPro is recognized among 100 outstanding manufacturers that have been selected based on the scope of mastery, business integration, and the innovative use of technology. For more information on the ML100 awards program, please visit [www.ml100awards.com](http://www.ml100awards.com).

"This accolade recognizes GoPro's commitment to implementing today's most innovative cloud technologies to drive the business forward," said Stephen Baumer, CTO of GoPro. "NetSuite has transformed the way we do business, enabling us to scale our business and to communicate more effectively with our suppliers, partners and employees."

GoPro will be honored and presented with their award for Game Changing Technology at the Awards Gala held on the last day of the **Manufacturing Leadership Summit**, taking place April 29-May 2, at The Breakers in Palm Beach, FL. More than 200 manufacturing technology executives are expected to attend.

## About GoPro

GoPro is the world's leading activity image capture company and producer of some of today's most engaging sports programming. GoPro produces the famous HERO® line of wearable and gear-mountable cameras and accessories, making it easy for people to capture and share their lives' most exciting moments. GoPro's products are sold through specialty retailers in over 71 countries and online at [www.gopro.com](http://www.gopro.com).

SOURCE GoPro

## More From Reuters

- [Tsunami generated by major 8.0 Chile quake: Pacific warning center](#) 1 Apr
- [Victim of Boston bombing attack sues Glenn Beck for defamation](#) 1 Apr
- [Texas executes man for beating delivery woman to death with bat](#) 27 Mar
- [Exclusive: Bulgarian nationalists may topple government over Russia sa...](#) 1 Apr
- [Putin warns West against curbing use of payment systems in Russia](#) 27 Mar

## Sponsored Financial Content

- [Our toolkit helps you understand the essentials of estate planning.](#) *Wells Fargo Advisors*
- [Why Stock Index Futures Will Rally into 2014](#) *ADM Investor Services*
- [Stay in control of your account while copying our top Trade Leaders.](#) *Currensee*
- [Expert views on the global markets from RMG Wealth Management](#) *MarketViews*
- [How Trading Forex Can Help You Hedge Your Equity Position](#) *FXCM*

## From The Web

Sponsored Content by Taboola



Michelle Obama discusses missing



Suicide bomber kills several in Afghanistan

## FINANCIAL COMMENTARIES AND GUIDES

- [Changing jobs or retiring? Let us help you understand the options.](#) *(Wells Fargo Advisors)*
- [Want to hedge your equity position? Forex reports from FXCM can help.](#) *(FXCM)*
- [Struggling to Stay Profitable? Copy the top Currensee Trade Leaders.](#) *(Currensee)*
- [Why Stock Index Futures Will Rally into 2014](#) *(ADM Investor Services)*
- [Expert views on the global markets from RMG Wealth Management](#) *(MarketViews)*

Content from sponsors

## SPONSORED TOPICS

- [Take a Depression Test](#)
- [Best Luxury SUVs](#)
- [Best Cities to Retire](#)
- [2014 Car Ratings](#)
- [10 Best Dividend Stocks](#)

## Gear-Pro High-Definition Sport Action Camera ...

★★★★★ (61)

\$299.99 \$49.99

## Gear-Pro High-Definition Sport ...

★★★★★ (6)

\$299.99 \$44.99

[Gear-Pro High-Definition Sport Action Camera, 1080p 720p Wide-Angle Camcorder With 2.0 Touch Screen - SD Card Slot, USB Plug And Mic - All Mounting Gear Included - For Biking, Riding, Racing, Skiing And Water Sports.](#)





**Which Food Causes  
The Most Weight Gain?**  
*Health 1st*



**NEVER Eat This Carb  
(literally, never)**  
*Fix Your Blood Sugar*



**Economist: "Obama  
Won't Finish Term Wi..."**  
*Money Morning*



**Homeowners May Be In  
for a Rude Awaken...**  
*Smart Life Weekly*



**Must Have Appliances  
Being sold For Next**  
*QuiBids*



**9 Gruesome Medical  
Treatments in the**  
*Martian Herald*



**The #1 Exercise that  
Accelerates AGING (...)**  
*Old School New Body*



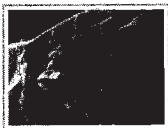
**Experts Select The Best  
Credit Cards of ...**  
*Next Advisor*

## Comments (0)

This discussion is now closed. We welcome comments on our articles for a limited period after their publication.

## Sponsored Links

Ads by Adblade



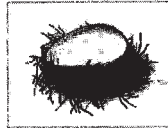
**Shocking! Here's  
What Happened  
When We Tested  
The...**



**Midsized SUVs  
come in all types,  
with 2 and 3-  
row...**



**These Celebrities  
Married Ordinary  
People and...**



**The secret to  
annuities with 8%  
guaranteed for...**



**Mountain View  
arrest records.  
Who do you  
know?**

# REUTERS

Home

Business Markets World Politics Technology Opinion Money Pictures Videos Site Index

Legal

Bankruptcy Law California Legal New York Legal Securities Law

Support & Contact Us

Support Corrections

Download our mobile app

Twitter Facebook LinkedIn RSS Podcast Newsletters Mobile

Advertise

Privacy Policy Terms of Use Advertise With Us AdChoices Copyright

Thomson Reuters is the world's leading source of intelligent information for businesses and professionals.

## THOMSON REUTERS

### THOMSON REUTERS CLEAR

Our flagship financial  
information platform  
incorporating Reuters  
Insider

### THOMSON REUTERS ECHO

An ultra-low latency  
infrastructure for  
electronic trading and  
data distribution

### THOMSON REUTERS ECHO

A connected approach  
to governance, risk and  
compliance

### Thomson Reuters Next

Our next generation  
legal research platform

### ONESOURCE

Our global tax  
workstation

Thomsonreuters.com

About Thomson Reuters

Investor Relations

Careers





### Best ActionCam: GoPro Hero 3

The WiFi enabled GoPro Hero 3 is wearable and "gear-mountable", waterproof to 197 feet (60m) with supplied housing, and can capture with a wide range of video frame rates plus 12MP stills at up to 30 fps. The video options allow the user to record in slow motion or in higher resolution, if desired. The lens contains 6 aspherical elements and can be set at ultra-wide, medium and narrow fields of view. The new (free) GoPro App allows for video remote via smartphone or tablet, and a full line of mounting accessories (from helmet to headband to bicycle handlebars) makes for an exciting imaging experience.

[« BACK TO AWARDS LIST](#)



Press | Contact | Language

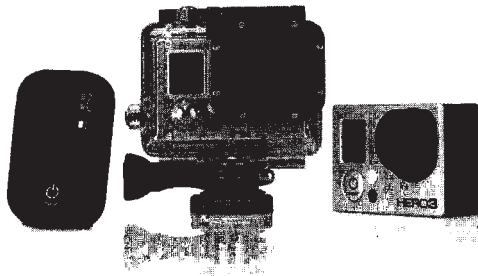
Next: ISPO MUNICH  
February 5-8, 2015 in 308 day(s)Please Member  
Information

ABOUT ISPO AWARD WINNER APPLICATION

[Winner](#) → [Hall of Fame](#) → [Winner 2013](#) → [Products](#) → [Action](#) → [Accessoires](#) → [GoPro](#)

## GOPRO

## HERO 3

ISPO AWARD  
GOLD WINNER  
2013

## CONTACT

Phone

Alexander Dewald  
+49 89 944-19625

E-Mail

Send us a message  
[alex@pascher-heinz.com](mailto:alex@pascher-heinz.com)

See all contacts →

Be a **HFPO**

FACTSHEETS ISPO AWARD

Revolutionizing  
stands out as  
versatile camera  
unique perspective  
through its light  
anyone, capture

The main facts of each division on one page.

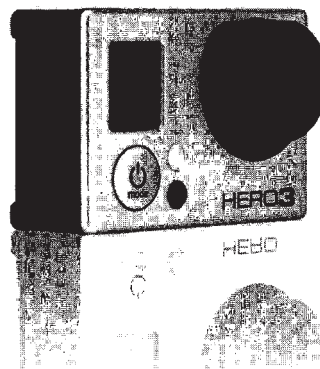
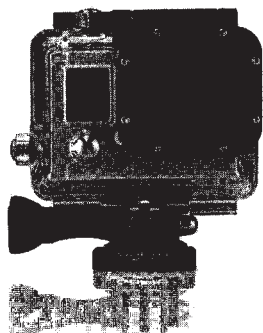
- [Communication \(419\)](#) →
- [KB](#)
- [Products \(454\)](#) →
- [KB](#)
- [Asian Products \(424\)](#) →
- [KB](#)

## CONDITIONS OF PARTICIPATION

Download the complete terms and conditions including  
deadlines, benefits & costs, liability etc.



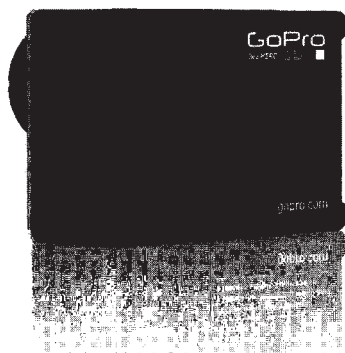
- [Communication \(1.242\)](#) →
- [KB](#)
- [Products \(1.096\)](#) →
- [KB](#)
- [Asian Products \(1.096\)](#) →
- [KB](#)



## APPLY NOW FOR ISPO AWARD PRODUCTS AND ASIAN PRODUCTS 2014

Upload your application and all additional information directly  
online.

Apply now →



## JURY STATEMENT



"The GoPro Hero3 changed the POV-camera game this year with massively increased retail sales and advanced the ways people capture their adventures. It definitely deserves to be a GOLD WINNER at the prestigious ISPO AWARDS."

Mike Lewis, TransWorld Business Magazine, Carlsbad (USA)

[gopro.com](http://gopro.com) →

[burton.com](http://burton.com) →

 Jury

→



## ISPO AWARD

### About ISPO AWARD

Jury

Concept

Benefits & Costs

### WINNER 2014

Products

Asian Products

Marketing

Hall of Fame

**Application**

Application

Application tips

## ISPO SPORTS BUSINESS NETWORK

ISPO ACADEMY

ISPO AWARD

ISPO BEIJING

ISPO BRANDNEW

ISPO CARD

ISPO COMMUNITY

ISPO JOBS

ISPO MUNICH

ISPO OPEN INNOVATION

ISPO SHOP

ISPO SPORTS BUSINESS  
NEWS

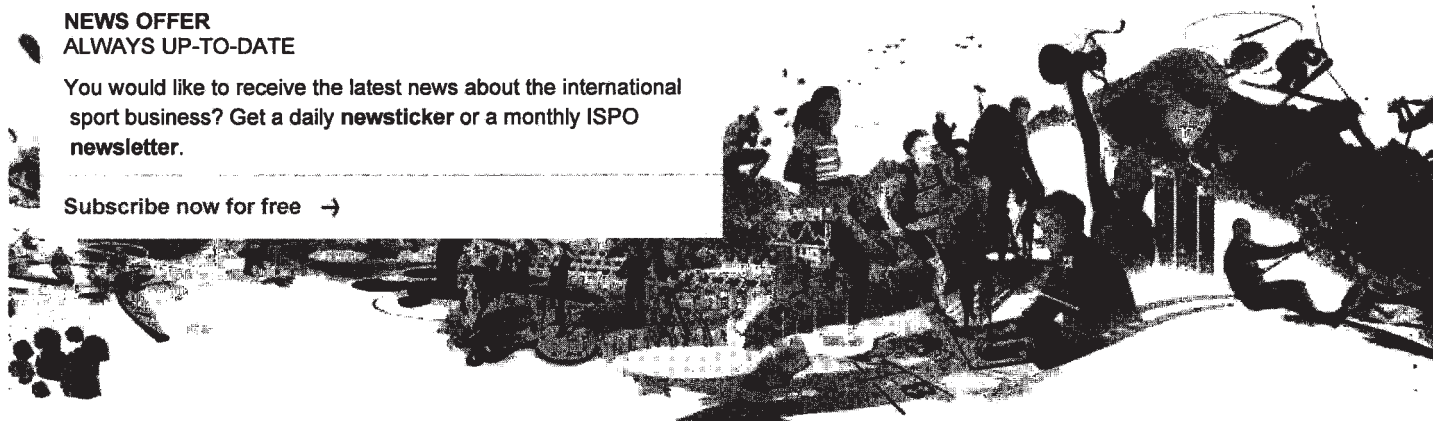
ISPO TEXTRENDS

### NEWS OFFER

#### ALWAYS UP-TO-DATE

You would like to receive the latest news about the international sport business? Get a daily **newsticker** or a monthly **ISPO newsletter**.

Subscribe now for free →



## EXHIBIT C

FREE 2-DAY SHIPPING

Meet our featured cameras.

[SEE ALL CAMERAS](#)**HERO4**  
SESSION

GoPro, simplified.

US\$299.99

[ADD TO CART](#)**HERO4**  
BLACK

Pro-quality capture. Simply the best.

US\$499.99

[ADD TO CART](#)**HERO4**  
SILVER

High-performance capture. Touch-display convenience.

US\$399.99

[ADD TO CART](#)

## HERO4 Cameras

[COMPARE CAMERAS](#)

FREE 2-DAY SHIPPING

Professional video and photo quality, plus powerful features to capture and share your world.

**HERO4 Session** • US\$299.99

GoPro, simplified.

[ADD TO CART](#)

Up to 1440p30



8MP / 10 fps Burst



Control, View, Share



Waterproof to 33' (10m)



One-Button Control

Available in *Surf* edition.**HERO4 Black** • US\$499.99

Pro-quality capture. Simply the best.

[ADD TO CART](#)

Up to 4K30



12MP / 30 fps Burst



Control, View, Share



Waterproof 131' (40m)

Available in *Surf* and *Music* editions.**HERO4 Silver** • US\$399.99

High-performance capture. Touch-display convenience.

[ADD TO CART](#)

Up to 1080p60



12MP / 30 fps Burst



Control, View, Share



Waterproof 131' (40m)



Built-In Touch Display



## HERO Cameras

COMPARE CAMERAS

FREE 2-DAY SHIPPING

The perfect entry-level GoPro cameras.



**HERO+ LCD** US\$299.99

The perfect entry-level GoPro + Wi-Fi and touch display.

ADD TO CART



- Up to 1080p60
- 8MP / 5 fps Burst
- Control, View, Share.
- Waterproof 131' (40m)
- Built-in Touch Display



**NEW HERO+** US\$199.99

The perfect entry-level GoPro + Wi-Fi.

ADD TO CART



- Up to 1080p60
- 8MP / 5 fps Burst
- Control, View, Share.
- Waterproof 131' (40m)



**HERO** US\$129.99

The perfect entry-level GoPro.

ADD TO CART



- Up to 1080p30
- 5MP / 5 fps Burst
- Waterproof 131' (40m)

### JOIN THE GOPRO MOVEMENT

Sign up for deals, news, and giveaways:

Enter your email [SIGN UP](#)

### CAMERA SOFTWARE UPDATES

Keep your GoPro up to date for the latest features and best performance.

[DOWNLOAD UPDATE](#)

### CUSTOMER SUPPORT

Visit the support page for help, and find answers to commonly asked questions.

[VISIT SUPPORT](#)

facebook YouTube Twitter Instagram Pinterest

About Us News Careers International Distributors Become a Dealer Affiliate Program Terms Privacy Policy Store Locator  
Contact Us Refurbished Cameras Order Status Investor Relations Supply Chain

© 2015 GoPro, Inc. All Rights Reserved. Patented USA, USA and International patents pending.

**30 DAY MONEY  
BACK GUARANTEE**





## FIND THE BEST GOPRO FOR YOU

[SHOP ALL CAMERAS](#)

### PERFORMANCE



Our flagships. The highest performing GoPros in our lineup.

[LEARN MORE](#)

### ENTRY LEVEL



Excellent GoPro image quality and versatility at a great value.

[LEARN MORE](#)

## HERO4 Black

Pro-quality capture. Simply the best.

The most powerful GoPro ever made. Emmy® award-winning image quality in the palm of your hand.

- 4K30  
Ultimate image quality
- 1080p 120  
Enables super slow motion
- 12MP / 30fps  
Ultra high-speed photo capture
- Wi-Fi + Bluetooth® enabled
- Rugged + waterproof
- Wearable + mountable

**US\$499.99**

[ADD TO CART](#)


## HERO4 Silver

High-performance capture. Touch-display convenience.





Incredible GoPro image quality with the convenience of a touch display.




- Touch-display convenience
- Stunning video quality
- Ultra high-speed photo capture
- Wi-Fi + Bluetooth® enabled
- Rugged + waterproof
- Wearable + mountable

US\$399.99

ADD TO CART


### HERO4 Session

GoPro, simplified.



Sleek waterproof design. One-button control. Legendary GoPro performance, simplified.

- Sleek waterproof design
- Simple one-button control
- Stunning video quality
- High-speed photo capture
- Wi-Fi + Bluetooth® enabled
- Ultimate mounting flexibility



US\$299.99

ADD TO CART

### HERO+ LCD

The perfect entry-level GoPro + Wi-Fi and touch display.



- Touch-display convenience
- Wi-Fi + Bluetooth® enabled
- Rugged + waterproof
- High-quality video
- Versatile photo capture
- Wearable + mountable



US\$299.99


ADD TO CART

### HERO+


The perfect entry-level GoPro + Wi-Fi.







- Wi-Fi + Bluetooth® enabled
- Rugged + waterproof
- 1080p60
- 8MP / 5fps
- Wearable + mountable




US\$199.99


[ADD TO CART](#)

## HERO

The perfect entry-level GoPro.



- Rugged + waterproof
- 1080p30
- 5MP / 5fps
- Wearable + mountable



US\$129.99

[ADD TO CART](#)

Manage + share your content.  
**GOPRO APP + GOPRO STUDIO**



The GoPro App for mobile and GoPro Studio for desktop make capturing and sharing awesome content easier than ever before.

[LEARN MORE](#)



Get the shot.

## MOUNTS FOR EVERY ACTIVITY

Mounts are a big part of the magic in getting epic GoPro shots. From riding motorcycles and ripping waves to first birthday parties and backyard barbecues—wherever your passion takes you, there's a GoPro mount that will help you capture it.

[SHOP MOUNTS BY ACTIVITY](#)

[SHOP CAMERA MOUNTS](#)



Get the most from your GoPro.

## EXTRAS + ESSENTIALS FOR THE JOURNEY AHEAD

From spare batteries and chargers to the Smart Remote and LCD Touch BacPac™—find camera accessories designed to make your GoPro more convenient and capable than ever.

[SHOP CAMERA ACCESSORIES](#)

\*Sold separately.

### JOIN THE GOPRO MOVEMENT

Sign up for deals, news, and giveaways.

Enter your email:  [SUBMIT »](#)

### CAMERA SOFTWARE UPDATES

Keep your GoPro up to date for the latest features and best performance.

[DOWNLOAD UPDATE »](#)

### CUSTOMER SUPPORT

Visit the support page for help, and find answers to commonly asked questions.

[VISIT SUPPORT »](#)



facebook YouTube  Instagram 

**30 DAY MONEY  
BACK GUARANTEE**

[About Us](#) [News](#) [Careers](#) [International Distributors](#) [Become a Dealer](#) [Affiliate Program](#) [Terms](#) [Privacy Policy](#) [Store Locator](#)  
[Contact Us](#) [Refurbished Cameras](#) [Order Status](#) [Investor Relations](#) [Supply Chain](#)

© 2015 Sigma Inc. All Rights Reserved. Patented USA, USA and International patents pending.

## EXHIBIT D

# Blog

31

July

## Kolor Store: Take a dive & explore the underwater world | Kolor Abyss



0



Share

| Store | No comment

Kolor is excited to launch the **Kolor Abyss** Rig which has been especially designed to record underwater 360 degree videos. Thanks to its special lenses and 6 cameras GoPro Hero 3 / Hero 3+, you can record and stitch underwater content without any distortion.

Kolor Abyss: film underwater in 360 degrees



**Order your bundle now!**

Offer available only on the Kolor store



**Choose the right equipment**

Have a look at Kolor 360° video solutions

Diving camera

Hardware diving

scuba rig

Underwater camera

Underwater rig

Underwater video 360

video 360 degree scuba

Video 360 degree underwater

No Comments

### Post A Comment

Your full name

E-mail address

Website

Write your message here...

[Back to Kolor Blog](#)

### Categories

Beta versions

Documentation

Events

Featured

Hardware

In the field

Labs

Press releases

Press review

Software

Software releases

Store

Stories



Take a walk up in the air with Breitling Wingwalkers | 360° experience

Posted in , by



SUBMIT



#### ABOUT

[About us](#)  
[Visit us](#)  
[Contact us](#)  
[Privacy](#)  
[Legal notice](#)  
[Credits](#)

#### SERVICES

[Store](#)  
[Download Center](#)  
[Updates](#)  
[FAQ](#)  
[Careers](#)  
[Press Room](#)



#### STAY IN TOUCH



#### PARTNERS



By continuing your visit to this site, you accept the use of [cookies](#) to offer you services and offers adapted to your interests.

x

## EXHIBIT E

**UNITED STATES PATENT AND TRADEMARK OFFICE**  
**Trademark Trial and Appeal Board**  
**P.O. Box 1451**  
**Alexandria, VA 22313-1451**  
General Contact Number: 571-272-8500

MT

Mailed: August 14, 2014

Opposition No. 91217461

GoPro, Inc.

v.

360Heros, Inc.

**By the Trademark Trial and Appeal Board:**

On August 12, 2014, applicant filed an abandonment of its application Serial No. 85940194.

Trademark Rule 2.135 provides that if, in an inter partes proceeding, the applicant files an abandonment without the written consent of every adverse party to the proceeding, judgment shall be entered against applicant.

In view thereof, and because opposer's written consent to the abandonment is not of record, judgment is entered against applicant, the opposition is sustained and registration to applicant is refused.

## EXHIBIT F

UNITED STATES PATENT AND TRADEMARK OFFICE  
Trademark Trial and Appeal Board  
P.O. Box 1451  
Alexandria, VA 22313-1451  
General Contact Number: 571-272-8500

Mailed: May 23, 2016

Opposition No. 91225817

*GoPro, Inc.*

*v.*

*Michael Jay Kintner*

**Lalita Greene, Paralegal Specialist:**

The motion (filed April 19, 2016) to suspend this proceeding pending final determination of Civil Action No. 5:16-cv-01944-NC filed in the United States District Court for the Northern District of California as well taken. It is the policy of the Board to suspend proceedings when the parties are involved in a civil action, which may be dispositive of or have a bearing on the Board case. *See* Trademark Rule 2.117(a).

Accordingly, proceedings are suspended pending final disposition of the civil action.

Within twenty days after the final determination of the civil action, the parties shall so notify the Board so that this proceeding may be called up for appropriate

action.<sup>1</sup> Such notification to the Board should include a copy of any final order or final judgment which issued in the civil action.

During the suspension period, the parties must notify the Board of any address changes for the parties or their attorneys. In addition, the parties are to promptly inform the Board of any other related cases, even if they become aware of such cases during the suspension period. Upon resumption, if appropriate, the Board may consolidate related Board cases.

---

<sup>1</sup> A proceeding is considered to have been finally determined when a decision on the merits of the case (*i.e.*, a dispositive ruling that ends litigation on the merits) has been rendered, and no appeal has been filed therefrom, or all appeals filed have been decided. *See* TBMP § 510.02(b).

## EXHIBIT G

[Home](#) > [Products](#) > [360 Scuba](#) [360 Video Underwater](#)Sort By: [Price: Low to High](#) [GO](#)[10 per page](#) Page [1](#) of 1**NEW 360Abyss-v4 with 6 Camera Lock and CASE****Our Price: \$5,985.00**[ADD TO CART](#)Underwater VR camera housing rated to 1,000 meters. [▶more info](#)☐ [Compare](#)

JOIN OUR NEWSLETTER FOR GREAT DEALS &amp; NEWS IN YOUR INBOX:

EMAIL ADDRESS

[JOIN](#)[ABOUT US](#)[CONTACT US](#)[FAQ](#)[SHIPPING/RETURNS POLICY](#)  
[AFFILIATE](#)[PRIVACY & SECURITY](#)



**360HEROS 360ABYSS**

EXPLORE THE ABYSS WITH 360HEROS



GoPros:  
Size:

Hero3, Hero3+, Hero4  
25cm x 25cm x 25cm

Hero3, Hero3+, Hero4  
25cm x 25cm x 25cm

## FEATURES:

- Uses GoPro Hero3, Hero3 Plus and Hero4 Cameras
- Individualized camera compartments ensure each camera is individually safe
- With poly carbonate door add-on use adjustable weights to achieve neutral buoyancy
- 360 Video Resolutions as high as 7,500 x 3,750 pixels with Hero4 Black 2.7 4:3 Mode
- 360 Video Resolutions as high as 6,000 x 3,000 pixels with Hero3, Hero3+, Hero4, 1440 4:3 Mode
- 360 Video Resolutions as high as 5,000 x 2,500 pixels with Hero3, Hero3+, Hero4, 960 4:3 Mode
- Size with Domes: 22 cm x 22 cm x 22 cm
- Poly Carbonate Domes
- Qty 8 - 3/8" Corner Mounts for Diver
- Qty 6 - 3/8" 45 Degree Lens Mounts for Subs/UAV/Rovers
- Qty 6 - Interchangeable 55mm filters inside each dome great for aquariums, blue water or green water (CY, GR or SWCY Filters)

Home > Products > 360 Plug-n-Play Kits >

## 360Abyss with Case



360Abyss Kit

+ [LARGER PHOTO](#) [EMAIL A FRIEND](#)



Alternative Views:



### 360Abyss Scuba 360 Professional Pack 360 Plug-n-Play™ The Ultimate in 360 Video Underwater Includes, 360Abyss and Pelican Case

Kit comes with 360Abyss, Anodized Doors, extra dome, o-rings and 1560 pelican case. **Rig naturally has a negative buoyancy with stock anodized doors.** Also includes polycarbonate doors for positive buoyancy and edge corner mounts to protect the domes underwater.

*Price doesn't include the GoPro Cameras or cases (assembly instructions below)*

Our Price: \$4,985.00

**Availability::** Usually Ships in 2 to 3 Weeks

Product Code: 360ABYSSKIT

#### The following items are included with this KIT PACKAGE

- 1 of 360Abyss Product Guide (\$0.00 value!)

#### Choose your options:

##### Blue Water CY Underwater Scuba Filters

CY Filter: ☐ Qty 6 -URPRO CY Filter Dome Add-Ons [Add \$462.00]

##### Green Water GW Underwater Scuba Filters

GR Filter: ☐ Qty 6 - URPRO GR Filter Dome Add-ons [Add \$462.00]

##### Shallow Water Underwater Filters (0 to 25 Ft)

SWCY Filter: ☐ Qty 6 - Shallow Water Dome Add-on Filters [Add \$582.00]

##### Highly Recommended

Software: ☐ 360CAMMAN-V2 [Add \$225.00]

Hardware: ☐ 10 Port USB Charger/ USB3 Hub + (7) USB3 Readers KIT [Add \$142.60]

##### GoPro Cameras (US ONLY)

GoPro 6 Pack: ☐ GoPro Hero4 Black (Buy 6 and Save 6%) [Add \$2,819.94]

GoPro 7 Pack: ☐ GoPro Hero4 Black (Buy 7 and Save 7%) [Add \$3,254.93]

GoPro Remote: ☐ GoPro Remote [Add \$79.99]

##### Camera Mounting Solutions

Mounts: ☐ 360Heros Stand [Add \$35.00]

Qty:

[ADD TO CART](#)

